

CHEMIST & DRUGGIST

INCORPORATING RETAIL CHEMIST



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Hospital Supplies
Radox is a trade mark

Nicholas-Number 1 at bathtime

Cow & Gate
test market
in grocery

Legislation
to implement
Clothier

More control
of food claims
recommended

1980 travel
sickness plans



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Unhealthy claims

Conscientious retail pharmacists must surely have qualms about the way some of the products they sell are promoted, and for many the "near medicinal" claims of health foods will be at the top of the list for concern. Even the nutritional claims of such products can fly in the face of all the pharmacist's academic training and experience, not to mention their manufacturers' apparent willingness to exploit the "borderlines" of legislation, rather than to comply with its spirit, not merely the letter.

The trade associations have perhaps tried to set their house in order too late in the day—in poor contrast to the medicines manufacturers who were first into voluntary self-regulation. As a result, the industry is currently coming—and rightly—under the critical scrutiny of the Food Standards Committee (p414).

The Committee's report on misleading claims and descriptions has some harsh words for the health food: "Some of the claims stray into the area of therapeutic claims, others into areas of nutrition about which there may still be insufficient knowledge and yet others may be pure fantasy." Even use of the word "health" is seen as implying a quality which "ordinary" food does not possess.

These are views which C&D can readily endorse, having been presented on many occasions over the years with Press releases, literature, paperback books, etc, extolling the virtues of this or that mineral or vitamin. Even proscribed diseases and conditions, such as diabetes, have sometimes been mentioned in association with products—though none of the claims is ever made on the pack and the manufacturer hides behind the customer's instilled belief that the product will be effective.

Curiously, the Committee seems to imply that so long as the health food remained within its specialist stores there was little harm done—customers would generally believe they had nutritional knowledge, albeit unorthodox. However, with the spread to other outlets, "including pharmacies", the matter seems to have become a matter for concern. (We might have thought that exposure of the customer to a pharmacist's professional advice at the time of purchase would *lessen* concern.)

Unorthodoxy in medicine is certainly not to be dismissed lightly—for example, it is not only patently obvious that acupuncture works, but there are now potential explanations as to *how* it works! The problem with such beliefs, however, is that they are too often exploited for commercial gain beyond the current state of the art or science, thus damaging the reputation of the whole concept and its chances of being examined seriously. Thus it may not be in the long-term interest of the health foods industry to react too strongly to the Food Standards Committee's report. Rationalisation of claims should prove beneficial to the industry's growth and respectability—what a pity it looks like taking legislation, with all its rigidity, to bring it about.

Open policy

We bear bad news for retail pharmacy this week—Cow & Gate, one of the few remaining mass-market, strongly-advertised chemist-only brands, is to move into test in an as-yet unnamed grocery chain.

The only aspect of the announcement we can really applaud is that, almost uniquely, Cow & Gate have had the courage to tell chemists *first*. All too often such policy changes are accompanied by denials and excuses concerning the difficulty of "controlling" supplies. We hope that, having remained loyal to the chemist for longer than their rivals, C&G will also find that honesty has been the best policy.

Incorporating Retail Chemist

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Cow & Gate launch grocery test

Cow & Gate Ltd are to test market their baby milks and meals through an undisclosed "major grocery multiple."

Later this year Cow & Gate hope to extend their products on a national basis, making the range more widely available to the public. They add that all their competitors' products are currently available through grocers. Cow & Gate were approached by the grocery chain which "has reacted quickly to the changing babyfood market and re-merchandised its babyfood area."

A Press statement reads: "The dramatic turn-around of the babyfood market has mainly been capitalised on by the chemist trade. However over 40 per cent of sales of products such as meals, rusks and syrups go through the grocery trade. The changing fortunes of the babyfood market has been due mainly to the increasing birth rate, and this has prompted some of the more progressive grocery multiples to relook at their babyfood merchandising."

"A number of grocery multiples approached Cow & Gate when Gerber announced their withdrawal from the baby meals market in 1979. Cow & Gate meals production was increased to meet the chemist trade demand, their first priority was to meet the demand of their current customers. Meals volume through chemists increased by 14 per cent in

1979, twice the level of the birth rate, and Cow & Gate jars have been the most successful in filling the Gerber gap in chemists. The Cow & Gate baby meals jar range, second largest brand in chemists and currently in the only outlets where all meal brands compete, outsells its nearest jar competitor by 12:1.

"Mothers buy babyfoods with their regular weekly grocery shop, as well as while shopping at their chemist, and Cow & Gate's non-availability has enabled their competitors to obtain a "monopolistic" share of sales in grocers. By making their products more widely available they are offering the mother a wider competitive choice. Consumer purchasing habits indicate that Cow & Gate growth in grocers will be at the expense of their competitors' grocery share and not existing trade customers. Many mothers choose an alternative brand if their first choice of meals, rusks and syrups are not available rather than visit another shop."

"Cow & Gate's commitment to retail chemists remains absolute and it is their intention to provide the retail chemist sector with maximum support for the future. The Cow & Gate sales force will continue to provide an exclusive service to retail chemists, hospitals and clinics. The major grocery multiple groups will be serviced at head office."

CSM guidelines for benzodiazepines

Warnings to doctors about the use of benzodiazepines will be included in the guidelines drawn up by the Committee on the Review of Medicines.

The guidelines on the use of benzodiazepines will be published shortly in the medical Press. Doctors will be warned to use long-term or high-dose treatment with considerable care and to withdraw treatment gradually following any course of benzodiazepines.

Dr Gerard Vaughan, Minister for Health, made this statement in a written answer to a question from Mr Lewis Carter-Jones, tabled last week in the House of Commons. Mr Carter-Jones asked the Secretary of State for Social Services what study his department had made of possible addiction to Valium and if the chief medical officer had advised doctors on treating such addiction and withdrawal symptoms.

In a comprehensive study on the clinical use of benzodiazepines the CRM had concluded that addiction potential was generally low, said Dr Vaughan. However, it had noted the occurrence of adverse effects when treatment with a benzodiazepine was abruptly discontinued. These symptoms were usually

seen when high doses had been given over long periods, although they occasionally occurred following short periods of treatment.

Dr Vaughan stated that the chief medical officer did not advise doctors on clinical matters within their own responsibility. The publication of the guidelines and consequent revision of data sheets would give doctors sound information on which to exercise their clinical judgment, he said.

DITB levy set

The Distributive Industry Training Board levy has been set at 0.7 per cent of the payroll (in the year ending April 5) of companies that come within the scope of the Board.

This percentage remains unchanged from the previous year, but the total payroll must now be levied—not the total less £7,000 as last year. The "cut-off" level for non-payment has also changed. Employers whose total emoluments are less than £25,000 (previously £18,500) will not be assessed for levy. The maximum number of employees allowed for non-assessment remains nine.

Chemist sales poor in January

Retail sales by chemists and photographic goods dealers were 13 per cent higher during January than in the same month last year, according to Department of Industry statistics. The new sales index was 125 (1976=100), while that of all businesses was 148, an increase of 18 per cent. The index has been restructured to take account of the 1976 retail inquiry. The breakdown into multiple and independent retailers is replaced by one between small and large retailers based on turnover in 1976. No breakdown is given between small and large chemists but for "all businesses," small retailers showed an increase of 9 per cent (index 120), large retailers an increase of 22 per cent (index 167) of which Co-operative societies were at 8 per cent (index 152). NHS receipts are excluded.

Pharmacy museum

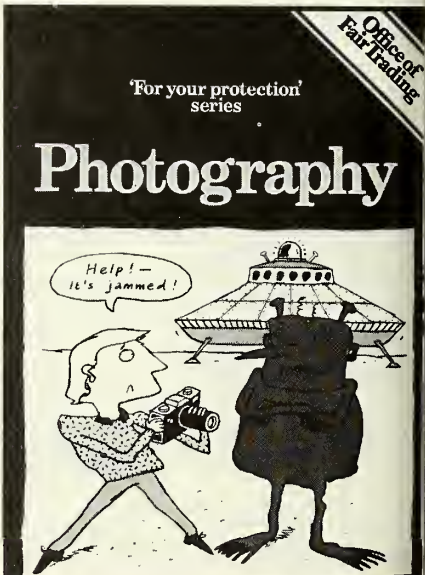
A medical and pharmaceutical museum is being established at the new Pilgrim Hospital, Boston, Lincs, with Mr B. J. Thompson (district pharmaceutical officer) acting as curator.

The museum will be situated in the hospital's large foyer and is intended mainly for the interest of patients and hospital visitors. Mr Thompson hopes eventually to collect enough exhibits to be able to change the showcases at frequent intervals and would be grateful for any loans or donations.

Photocode explained

An Office of the Fair Trading leaflet entitled "Photography", explains the photocode drawn up by the photographic trade in consultation with the Office of Fair Trading.

The photocode applied to all sectors of the photographic trade. The leaflet is the latest in the OFT series, "For your protection". It is available from local authority Trading Standards Departments, Citizens' Advice Bureau, many public libraries, or direct from the OFT.



Legislation on Clothier?

Mr Patrick Jenkin, Secretary for Social Services, has announced the Government's intention to set up machinery, independent of the Department of Health, to regulate arrangements for dispensing NHS prescriptions in rural areas. This was the main recommendation of the Clothier Committee.

The Health Services Bill, currently before the House of Commons, will include an enabling clause, amending the Health Services Act 1977, paving the way for the setting up of a body to be called "The Rural Dispensing Committee."

Mr Jenkin said "I have been concerned that the present arrangements have not always worked in the best interest of the patient or the two professions concerned. There have sometimes been sudden closures of rural pharmacies, presenting great problems for patients. From the professional point of view, the situation has been equally unsatisfactory. If a doctor starts to dispense or extends his dispensing in a rural area, or a new pharmacy is opened, then those already dispensing in the area stand to lose a substantial part of their income.

"The strong case put to me by the medical and pharmaceutical professions together with the views of interested organisations, has impressed me with the urgent need for greater stability for the professions and public alike—as recommended by the Clothier Committee."

The Clothier Committee recommended that significant changes in dispensing arrangements in rural areas should be regulated by a statutory body independent of the health department but serviced by officers of the DHSS. It would consist of three doctors and three pharmacists nominated by the professional bodies and three lay persons and a lay chairman appointed by the Ministers.

This body would have power to refuse an application only on the ground that in its view the service to patients in the area from doctors and pharmacists would be adversely affected if the application were granted. There would be a right of appeal against its decision to the appropriate Secretary of State.

Review Body delay

The Pharmaceutical Services Negotiating Committee had received no further communication from the Secretary for Social Services on the question of a Review Body for Pharmacy, when it met on Wednesday. A decision about balloting contractors on "sanctions" was postponed until the next meeting on March 26, by which time it is expected a reply will have been received from Mr Jenkin. In the meantime, the committee has again requested that the Franks panel be asked to clarify its report in respect of the items in dispute.



Worst year for storm damage claims

Last year was the worst ever for storm and water damage claims from pharmacies, according to the Pharmacy Mutual Insurance Co Ltd report 1978-79.

The company met losses over £100,000 following the "extreme weather conditions" in January 1979. The total premium for "miscellaneous perils" increased from £232,428 to £266,034 but the claims paid totalled £220,761.

The company has reached a "milestone" with gross premium income passing £1 million at £1,011,406, an increase of 24.84 per cent, with net premiums after reinsurance arrangements

increasing from £658,578 to £833,659. The year showed a profit on trading of £122,976 after providing for future free renewals on shop policies of £52,825. The company achieved a small overall underwriting profit.

The report adds that the household account is causing concern in the London area where the number of claims increased by over 112 per cent compared with 1977-78 and the average cost per claim has increased by 225 per cent. Outside London the average cost is the same as last year although the number of claims and amount paid has increased.

3-D camera system planned for UK

Nimslo and Timex Inc this week announced plans to produce cameras for the first mass-market three-dimensional print system.

The Nimslo system was developed in Atlanta, Georgia, and will be produced at the Timex plant in Dundee, Scotland. The product is used like an ordinary camera and takes standard 35mm colour negative or black-and-white film, but has four lenses and takes four simultaneous single-frame pictures. After being processed conventionally, the negatives are enlarged by a printing system, resulting in a three-dimensional print that can be viewed without special equipment. The camera is expected to sell at about £90.

Nimslo expect to exhibit the system at this year's Photokina, in Cologne, and

initial marketing will be in the UK and western Europe. Photographers using the cameras will be able to take exposed films to photographic retailers or purchase pre-paid mailers for postal delivery.

Pharmacy closures up again

The closure rate of pharmacies appears to be increasing again with a net loss of 39 this year. In February there was a net loss of 20 pharmacies to the Pharmaceutical Society's Register.

In England 20 opened up, of which two were in London, and 35 closed down (one in London). One opened up in Scotland and five closed down with two opening up and three closing down in Wales. In January and February of 1979 there were net losses of seven and eight pharmacies respectively.

Stricter control over food claims proposed

Stricter controls on claims made for foods used by slimmers and by diabetics are called for in a report published this week.

The Food Standards Committee's "Second report on claims and misleading descriptions" (HM Stationery Office, £4) also expresses concern about the increasing sales of health foods and the dubious claims some of them make. Another suggestion is that certain undesirable claims for vitamins should be banned by law, for example, that a full, properly mixed diet needs to be supplemented.

On slimming claims, the committee recommends that names for foods containing the words "slim", "slender", "weight watchers", etc, should be banned and that emphasis should be placed on a reduced total energy intake rather than on eating particular foods. Any direct or indirect claim that a food is an aid to slimming, weight control or reduction should be permitted only for foods described as "reduced energy" or "low energy" where the energy value is at least 25 per cent or 50 per cent less respectively, per unit of weight, than the unmodified counterpart. Terms such as "low calorie" should be banned.

Any claim for a reduced or low energy content should be accompanied by a statement of the energy value and the quantities of protein, fat, carbohydrate, vitamins and minerals present. The statement "This food cannot aid slimming except as part of a diet in which the total intake of energy is reduced" should appear in a conspicuous position. Foods sold as meal replacements should contain at least one-third of the recommended daily amount of vitamins and minerals listed in an appendix to the report, and slimming claims should be allowed only for meal replacements with a total energy value of no more than 1,500 kilojoules or (approximately equivalent to 350 kilocalories).

Diabetic claims

On diabetic claims, the report recommends that the existing basis of legislative control should be reviewed in four years' time in the light of any general changes in the dietary treatment of diabetics. No changes should be made to the labelling of Food Regulations to differentiate the use of fructose from that of other carbohydrates. The carbohydrate content of a diabetic food must be at least 50 per cent by weight less than a similar food not intended specifically for diabetics. Diabetic foods containing sorbitol or other glycitols should state the amount present together with the statement "unsuitable for the overweight diabetic." Other recommendations include the warning "For use by diabetics. Use only on medical advice."

Turning to health foods, the com-

mittee points out that all food can be considered as health-giving in that lack of the right amounts of a sufficient variety eventually results in bad health. "To this extent the term 'health' applied to any food is superfluous and misleading description but it is generally used to imply an extra health-giving quality which 'ordinary' food does not possess. Some of the claims made for this 'extra' quality stray into the area of therapeutic claims, others into areas of nutrition about which there may still be insufficient knowledge and yet others may be pure fantasy."

In the past these types of claims have been confined to the fairly small numbers of customers visiting health food stores. "But the increasing sales of these foods through other types of retail outlet, including pharmacies, and the growing number of 'health' claims made for normal foods must be a matter of concern," the report adds.

The Committee believes that provisions in the 1970 Labelling of Food Regula-

tions permitting claims for tonic, restorative and medicinal properties, benefit for invalids or properties which will cure, alleviate or prevent disease should be revoked. Claims for "tonic" properties should be specifically prohibited as "we know of no controlled trials which have demonstrated true tonic properties for any food and there is therefore no scientific justification for any such claims". But if such claims are allowed in future for tonic wines or other traditional "tonic" products, then full nutritional information should be required.

The Committee believes that repeal of these Regulations, a general tightening of controls of claims and implementation of EEC Directives should go some way towards moderating the more "exotic" claims for health foods. And the Medicines Act provisions should be increasingly effective once the distinction between foods and medicinal products is more clearly drawn and the extensive use of licences of right has been curtailed.

Representations on the report should be sent to the food standards division, Ministry of Agriculture, Fisheries and Food, room 426, Great Westminster House, Horseferry Road, London SW1P

Chemists and Dettol help children

Chemist's purchases of promotional packs of Dettol last year have assured another stage of development for the Coral Atkins home for disturbed children (*C&D* September 15, 1979, p397). A cheque for £10,000 was formally handed over to Ms Atkins last week by Ron Salmon, Editor of *C&D*.

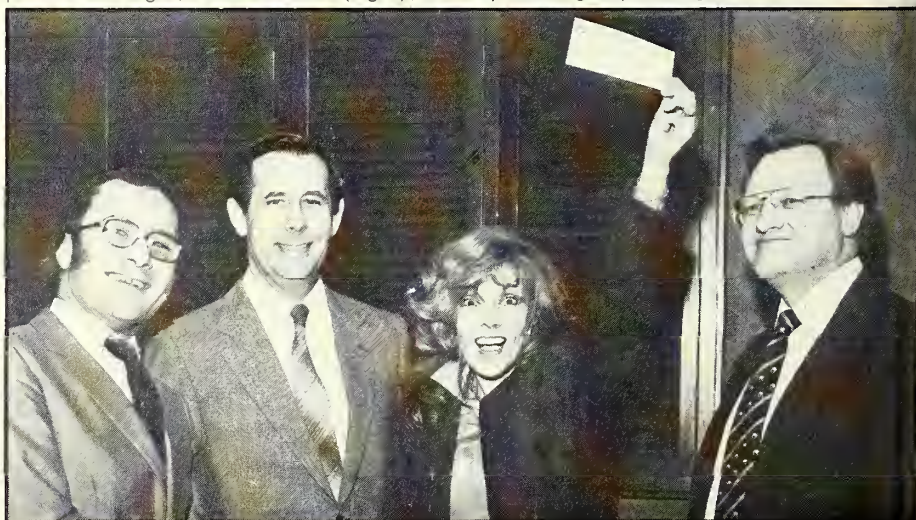
The home, which has been running for several years, currently has accommodation for some 13 children, ranging in age from two to 16 years.

The principal house where the children live as a family is called "Crossways" and in the grounds there is a small cottage which has been used as a garage. It was realised this would make an ideal accommodation unit for an additional

four children and the home therefore sought funds for its conversion. The £10,000, which has been raised by 10p per bottle contributions on Dettol sold in chemists, is to be used for this work.

Planning permission has been received for the work on the cottage to go ahead and a start is scheduled for April. When completed, we understand from Coral Atkins that she will be using this extra accommodation for newcomers to the home. Coral feels that children coming into care often need special help difficult to give when there are so many other children to cope with. The cottage will be used for that purpose until the newcomers are strong enough to be integrated with the rest of the "family."

Coral Atkins, with the cheque presented to her by the editor of "Chemist & Druggist", Mr Ron Salmon (second from left). Also in the picture are John Walker (left), Dettol product manager, and Paul Stott (right), Dettol product group manager.



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Mr Joseph Wright FPS, secretary and director, National Pharmaceutical Association, is to receive the Pharmaceutical Society's Charter Gold Medal. **Mr Aubrey Winter Newberry FPS** is to receive the Silver Medal.

Professor Abraham Goldberg (Regius Professor of the Practice of Medicine, Glasgow University) has been appointed chairman of the Committee on Safety of Medicines to succeed Professor Sir Eric Scowen, whose term of office expires on June 30. Professor Goldberg has been appointed initially until December 31, 1983.

Deaths

Jackson: On February 27, after a short illness, Mr William Ernest Jackson, at the age of 83. Mr Jackson became managing director and later chairman of Ernest Jackson and Company Ltd, Crediton, Devon, after the death of his father, Mr Ernest Jackson, in 1930.

Trotman. Recently, Mrs Olive Trotman, wife of Mr Arthur Trotman, managing director of Independent Chemists Marketing Ltd, following a prolonged illness. *C&D* joins with the many expressions of sympathy sent by Mr Trotman's friends and colleagues.

News in brief

□ Glaxo and ICI Ltd are both carrying out clinical trials on new histamine H_2 receptor antagonists for use in the treatment of peptic ulcer. The Glaxo compound is ranitidine which is unlikely to be commercially available for at least two years. ICI were unwilling to comment on their new drug.

□ The Kodak photographic exhibition "The World Wildlife Fund in Action"—staged in association with the World Wildlife Fund—will be on view at Harewood House and Bird Garden, Leeds, from March 30 until mid-September. The exhibition will open daily at 10.00 am.

□ The British Electrotechnical Approvals Board is inviting manufacturers of mains-operated toothbrushes to submit their products to BEAB for testing and approval, following publication of BS 3456 Part 3, Section 3. 11: 1979. Details from BEAB, Mark House, The Green, 9 Queen's Road, Hersham, Walton on Thames, Surrey KT12 5NA.

□ The Medicines (Chloroform Prohibition) Amendment Order 1980 (SI 1980, No 263, HM Stationery Office, £0.20) allows an extension of nine months, from March 28 to December 31, during which medicinal toothpaste containing up to 4 per cent chloroform may be sold wholesale. After that date the level of chloroform in such toothpastes will be limited to 0.5 per cent. The amendment does not extend the retail sale beyond March 27, 1981, the date in the original Order.

by Xrayser

Nothing succeeds . . .

. . . like success. And if ever that were true, the sales of films and D&P services from pharmacies underline it. In twenty-odd years we have seen a complete turn around in the pattern of our photographic business, where once we had an almost complete monopoly in the sales of films, papers, chemicals, cameras, projectors and enlargers.

Then came an awful period when the discounters wiped out most of our equipment sales, while the introduction of relatively cheap colour-slide and print film lost as more turnover as popular interest shifted away from the simple delights of black-and-white processing, where we had a natural lead in stocking the widely-used materials.

Sales to the specialist photographer were lost, but when I actually sat down to work out what was happening I found that they had been an interesting minority who represented only 30 per cent or so of my photographic turnover. The bulk of my business in fact came from common or garden family snaps, and I discovered they came to my shop because my window displays reflected my own personal interest as a photographer, while the help of a good processor meant we were able to give consistently better quality than my competitors, as well as offering a wide range of services. The main thing, as always, is to show that you are interested.

You can't help but agree with the common sense written by Mr Crimp in last week's photographic pages of *C&D* when he said that D&P is the bread, modestly-priced simple cameras the butter, and the occasional special item, the jam of our photo business. Although my personal camera outfit is a fairly exotic affair, I wouldn't know where to begin if your genuine discriminating amateur came to me for a comparative analysis of the latest SLRs and the millions of permutations of accessories and specifications and prices. This year I'll be stocking the new Brownie, a couple of Agfa variants, Polaroid 1000s and a brace of the better-quality Japanese automatics. They will be sold to people who know me and will come back year after year, happy with their choice and their photography—not what I envisaged when I started, but just as profitable and possibly more satisfying.

Sorry?

In a long letter last week, Mr Davies of Wiveliscombe made a detailed response to my comments on his earlier letter (16 Feb.) in which he said that he would in no way join in strikes or any action which would deprive patients of care and attention, because in addition to moral objections, he believes that it is in the interest of the Government to reward the virtuous! As his final advocacy of the meek-and-mild course he said that "if we can survive the blatant stonewalling of Ennals we should . . . outlast the prevarications of 'Dear Patrick' . . ." It depends who you mean by "We" for by my calculations there are over 600 fewer pharmacies on the register now than when this hassle began—which is why I still think this argument fatuous and why I believe we should all take a deep breath and give our negotiating body a mandate to negotiate from strength. Having said that, I can't help but agree 100 per cent with Mr Davies' suggestion, developed in his reply last week, that we should mount another really full-blooded publicity programme, to which I, too, would be glad to put my £20 or so. But then, I have been saying that all along.

Memorable

I think I ought to declare that, trailing a little, Playtex are close runners-up in my esteem to Revlon, so that I wait with interest to see how they propose to get their new deodorised tampons on to my shelves. I have a long memory for my mistakes, which includes Playtex gloves and their patent baby-feeders, bought as a response to "exciting promotional activity" but which for me died the death of the typical promotion gambles of some American companies. Can I be a British Chauvinistic Pig?

COUNTERPOINTS

Fresh & Dry relaunch for unisex appeal

Bristol-Myers have relaunched Fresh & Dry with designs and packaging aimed to appeal to both men and women.

The new packs have a strong range identity and consist of four variants available in two sizes of aerosols and roll-ons. The fragrances, daybreak, floral, herbal and light powder, are unaltered since improvements were made in the range in 1979. Prices are unchanged.

Commenting on the relaunch, group product manager Heather Auton says: "The new packs will have a striking impact on-shelf. The new designs are based on the very successful daybreak variant and are a significant change from when the brand was first introduced. Then it was positioned as a range of perfumed deodorants for young girls. Now, although perfume continues to play an important role in any successful deodorant brand, efficacy is far more vital. Last year the active ingredients in the Fresh & Dry roll-on were increased by 40 per cent".

In recent years Fresh & Dry aerosols are claimed to have gained an increased sales growth against the trend of declin-



ing aerosol sales, but aerosols still account for some 51 per cent of the market. The main growth in the deodorant market, worth £34 million at RSP is in the roll-on sector where the share has grown dramatically in recent years. In 1975 rolls-ons accounted for 27 per cent, whereas in 1979 they enjoyed a 46 per cent share.

Bristol-Myers say they will be offering the consumer an "active and dynamic" promotional programme throughout the year. *Bristol-Myers Co Ltd, Stamford House, Station Road, Langley, Bucks.*

Unichem March bargains

Unichem "members' bargains" for March 17-31 are: Ayds, Bran Slim tablets, Carefree, Cow & Gate junior and strained meals, Elastoplast, Fenjal, Fastidia, Euthymol toothpaste, Johnsons cotton buds, Johnsons dental floss, Matey bubble bath, Merijal, Nice 'N Easy, Slender sweeteners, Slender, SR toothpaste (4 sizes), Steradent tablets, Steradent deep clean tablets, Steradent powders, Suleo shampoo, Vespré, Woodleigh Green shampoo. *Unichem Ltd, Crown House, Morden, Surrey.*

Lancôme duo

Lancôme have packaged Maqui-cils noir mascara and a *stylo à lèvres* in either paprika, curry or pigment in a mirrored suedette pochette (£5.35). Purchased separately, the two would cost £6.75. The pack will be available from May. *Lancôme (England) Ltd, 14 Grosvenor Street, London W1X 0AL.*

Silvikrin offer

An offer of a free pair of tights is at present available as an on-pack offer from Silvikrin. All six shampoo variants in 75ml and 125ml sizes are flashed "free Kayser tights". Special labels carry collectors' tokens (three on the 75ml bottle).

Sine-off launched in London area

Menley & James Laboratories Ltd are launching Sine-off, an analgesic decongestant, in the London Television region. Each tablet (12, £0.79; 24, £1.21) contains phenylpropanolamine hydrochloride 18.75mg, chlorpheniramine maleate 2mg and aspirin 325mg. The adult dosage is two tablets every four hours to a maximum of eight in a 24-hour period. Half the adult dose is recommended for children over six years.

Display material includes educational leaflets, and a television campaign starts on April 28, continuing to December, with all commercials appearing at peak times. Introductory bonus deals are available.

The company says research has shown that 9.5 million (22 per cent) of all adults are self-defined sinus problem sufferers, of which 6.3 million (66 per cent) self medicate. *Menley & James Laboratories Ltd, Welwyn Garden City.*

Glendon change

Glendon have introduced an improved version of the Econoshave twin blade cartridge (£0.66 for a pack of five). This now fits swivel head razors in addition to the standard twin blade razors.

David Barraclough, managing director, comments: "The Econoshave twin blade cartridge is the only one available at this time which will fit both types of razors. The economical price and flexibility has instant appeal to the consumer and the high profit margin is a real incentive to the retailer. This new development compliments the Econoshave range of single-edge, double-edge and disposable razors". *Glendon Packaging Ltd, Church Street, Emley, Huddersfield, Yorks.*

Dylon activity

Dylon's Travel Wash, formerly known as Quick Wash, is now in a colourful pack (100ml tube, £0.75) for all-purpose use as "the away-from-home" wash on holiday or business travel. The formula is unchanged.

A range of shoe care products for the eighties is also available: Miss Dylon heel colour (£0.59) and shoe cream (£0.49); Dylon cover scuff (£0.59) and self-shine polish (£0.59).

Miss Dylon suede dye (£0.75) has been given a new look to bring it in line with the shoe care range which now comprises eight fashion colours. Four more colours have been added to the Miss Dylon instant shoe colour range (£0.87)—mulberry, bondi beach, wild spinach and magnolia. *Dylon International Ltd, Lower Sydenham, London.*

Vickers additions

A range of photochromic sunglasses (£4.20) is now available from J. J. Vickers. Comprising six metal and two plastic frames in assorted shades of brown plastic and gilt, chrome and black metals, the range is supplied in packs including a showstand. *J. J. Vickers & Sons Ltd, Vixon House, 182 Manor Lane, Lee, London SE12 8LY.*

Keystone introduce camera to UK

The Keystone XR 44 tele-lens pocket camera (expected to retail at under £12) has a 43mm f/11 telephoto lens for close-ups and a 24mm f/11 lens for groups and scenes.

A large viewfinder adjusts when switching from normal to telephoto and the two-speed shutter adjusts automatically for daylight or flash pictures. The camera uses 8- or 10-shot flipflash. Each camera comes with a one-year guarantee and is gift-packaged in a display box. *Keystone Cameras (UK) Ltd, Enderby, Leicester.*

Handy-size bottle launch by Lucozade

A new $\frac{1}{4}$ -litre, handy-size bottle (£0.24) of Lucozade is to be launched nationally on March 31. The bottle, which has a wide neck and screw top, was test launched in the Southern television area during 1979 to ascertain whether this addition would expand the overall Lucozade market. During the six-month test period, total litreage sales rose by 16 per cent and sales of the standard 25oz bottle increased more than the national average; 30 per cent of all Lucozade sold in the Southern area are now $\frac{1}{4}$ -litre.

A new television commercial, developed for the launch of the $\frac{1}{4}$ -litre bottles, features the orange "energy" graph line (as used in earlier commercials) and a family picnicking during a country hike. From May 19 until the end of July this commercial will be seen nationally, and will be backed by a national poster campaign. There will also be a national press campaign, incorporating a coupon worth eight pence, in the *Sun*, *Sunday Mirror*, *Sunday People*, *Daily Mirror*, *Daily Star* and *TV Times* from May 26 to June 9.

The total soft drinks market is worth nearly £450 million a year, of which the health drinks sections accounts for £4 million. In introducing this handy bottle, Beecham Foods are extending Lucozade's market image towards a general energy-giving drink for healthy people, as well as the familiar convalescence usage. *Beecham Foods, Great West Road, Brentford, Middlesex.*

Blasé competition

Max Factor are running a Blasé fashion competition with a £1,000 wardrobe of clothes as first prize. To enter the competition, which also offers 50 second prizes of Blasé fragrance sets, the consumer has to identify four distinctive fashions and designers from the last four decades and write a slogan saying why Blasé is today's fashionable fragrance. The competition runs from the end of March until the end of July and ties in with a repackaging launch for the collection. *Max Factor Ltd, 16 Old Bond Street, London W1A 3AH.*

Three quarters

French Quarter are offering the opportunity to try three eaux de toilette—Fidji from Guy Laroche, Expression from Jacques Fath and Empreinte from Andre Courreges. All three presentations are in sizes not usually available over the counter; Fidji in a 20g atomiser and Expression and Empreinte in 27g atomisers (£9.50). *French Quarter, 14 Garrick Street, London WC2.*

15 March 1980



Diet-mate chips for slimmers

Diet-mate, described by its makers, Comus, as the world's first pocket-size calorie computer, is now available.

Imported from America, Diet-mate is claimed to be able to calculate a person's daily calorie quota using its computer memories to store details about the user's sex, height, age and existing weight. It will then analyse daily exercise to compute the amount of calories currently being burned up and calculate the calorie intake of each meal.

The Diet-mate C-6 (£19.95) also doubles as a standard, four-function calculator. *USAUK Marketing Ltd, 18 Exeter Street, Covent Garden, London.*

NOW!

Collis Browne's Mixture joins the Interlab line-up

J. Collis Browne's Mixture
INTERNATIONAL LABORATORIES LTD ALTON HANTS
100ml P

FASTACTING DERMIDEX SKIN MEDICINE

DO-DO
Prepared for the alleviation of
BRONCHIAL COUGHS & ASTHMA ATTACKS

MU-CRON

Migraleve
For fast relief of
MIGRAINE
HEADACHE
& OTHER
SYMPTOMS
24 TABLETS
SIZ

A PAST BEST-SELLER WITH BIG FUTURE PLANS

Following its recent take-over by International Laboratories, Collis Browne's Mixture now joins Interlab's other famous products like Migraleve, Dermidex, Mu-Cron and Do-Do

PLANNED INCREASED DISTRIBUTION AND ADVERTISING

In 1980, heavyweight advertising will bring substantially increased demand for Collis Browne's.

PLEASE CHECK YOUR STOCKS!

Orders may now be placed with us directly or through your usual wholesaler.

DOMINANT, PRIME POSITION ADVERTISEMENTS IN ALL THE MAJOR NATIONAL NEWSPAPERS

— starting May and running right through the year.

A NORMAL PROPRIETARY ... WITH BIG SALES POTENTIAL

Collis Browne's Mixture is freely available as a pharmacy only proprietary requiring no signature, no prescription.

International Laboratories Limited, Wilsom Road, Alton, Hants. Telephone Alton (0420) 88174

Chemist & Druggist 419

COUNTERPOINTS

Advertising 'first' for Chebs bruise easer

Halas Laboratories are launching Chebs bruise easer in the Radio Hallam and Radio Trent areas.

An OTC medicine (pharmacy only), Chebs is said to be the first product of its kind to be advertised. It is a white, non-greasy, odourless cream formulated for the alleviation of knocks, minor bruises, sprains and strains. Active ingredients are heparin, glycol salicylate and cetrimide, the combination being designed to prevent or reduce coagulation and inflammation while protecting the injured skin against bacterial infection.

Halas say that when applied within 30 minutes of injury, the heparin will prevent the formation of blood clots under the skin. If applied after a bruise has become visible, Chebs will help to disperse the blood clot, thereby improving appearance.

The cream should be gently massaged into the affected area as soon as possible after the injury, but should not be used on broken skin or open wounds; it must



not come into contact with the eyes.

A skillet and explanatory leaflet accompany each 25g tube (£0.97). Introductory sampling to all retail pharmacies in the Trent and Hallam Radio areas will comprise two free tubes either alone or packed in a display box with four dummy tubes.

Consumer advertising support for the launch will consist of a series of 30-second radio commercials with newspaper advertising in the Burton and Halifax areas. *Halas Laboratories Ltd, Thorp Arch Trading Estate, Wetherby, Yorks.*

Sweetex campaign

Sweetex is to be advertised nationally on television. Starting March 17 the campaign is planned to run for five weeks and is to support the logo and packaging relaunch programme (*C&D* February 16, p244).

The campaign is backed by national advertising in *Woman's Own*, *Woman's Weekly*, *Woman's Realm*, *Woman and Successful Slimming*. *Crookes-Anestan Ltd, PO Box 64, 1 Thane Road, West Nottingham.*

Prompt results

January cosmetic and toiletry promotions numbered 125, an increase of 31 per cent on the December figures, which was low, with Christmas presentations taking over counter space.

Fragrances remained the most popular product type for promotional activity, accounting for 35 per cent of all promotions. Skin care is the second category for promotions with a 30 per cent share and make-up dropped to third.

In January the gift-with-purchase approach technique declined sharply and the most frequently used technique was selling a regular size product at a reduced price. In January three out of every four promotions were price oriented.

Max Factor remain top of the league for the number of promotions but only due to promotions running on from November and December. Yard-

ley introduced the most new promotions in January.

Promotion of the month goes to Elizabeth Arden's Visible Difference gift pack promotion for display and presentation. Full details are available from *John Hogston Associates, 23 Golden Square, London W1.*

Scholl activity

Scholl have introduced a new pack for softening lotion (£0.79). The tube, which replaces the bottle, gives the product, the company believes, a more cosmetic image in line with rough skin remover cream and facilitates storage by taking less shelf space. *Scholl (UK) Ltd, 182 St John Street, London EC1P 1DH.*

Lady Esther arrives

Lady Esther cosmetics are to be introduced into the UK. The cosmetics will be handled as a separate division by Vileda, who have been test marketing Lady Esther in Yorkshire.

The Lady Esther range includes three perfumes, skin care products, lipsticks, nail polish, eye make-up, blushers and sun-care products. For prices see the April price list. *Vileda Ltd, PO Box 3, Greenland, Halifax, West Yorkshire.*

Superdent marketing

Jackel International have been appointed distributors for Superdent denture cleansers. *E. R. Holloway Ltd, Lavenham, Sudbury, Suffolk.*

Free and Natural on test-launch

Alberto Culver anti-dandruff shampoo is on test-launch in the ATV television area. The product first went on test in October and the television campaign began in February. Promotions in the test area comprises a distribution of Free and Natural "10p off" coupons on a door-to-door basis and in a coupon advertisement in *TV Times*.

Available in two sizes (125ml, £0.74 and 250ml, £1.27), Alberto Culver say the launch has been very successful. *Alberto Culver Co, Houndsmill Industrial Estate, Telford Road, Basingstoke, Hants RG21 2Y-.*

Fuji processing

From June 30, 1980 Fuji will be unable to process old-type single-8 films in colour as the stock of chemicals has almost run out. After that date the films will still be processed but only in black and white.

Old-type single-8 cartridges may be identified as follows (current type in parenthesis):—Fujichrome RT50 (Fujichrome RT200); Fujichrome R25 with emulsion number starting with 6 (Fujichrome R25 with emulsion number starting with 7); absence of wavy stripe on face of cartridges. (Pink stripe on R25 and white stripe on RT200 cartridges).

Customers should be advised to have these films processed before June 30. *Fujimex, Hanimex House, Dorcan, Swindon SN3 5HW.*

Slingard offer

Slingard are offering a deal through wholesalers. By returning a coupon to Unipharm (see advertisement in this issue) wholesalers will automatically offer a saving of at least 10 per cent on trade prices for orders of three dozen and six dozen.

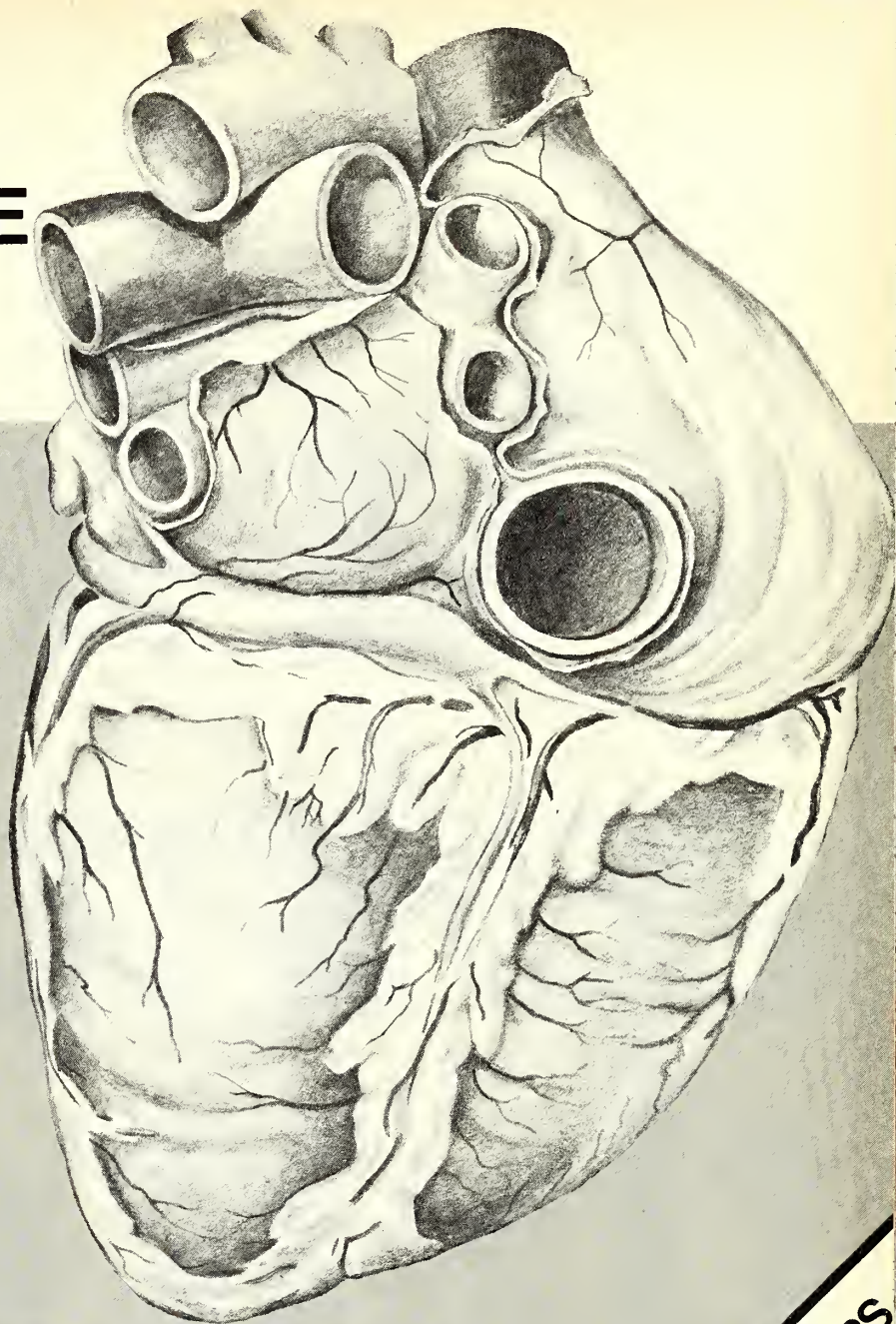
There is also a cash bonus of £3 on orders of three dozen and £10 on orders of six dozen.

Any coupon returned before April 18 guarantees entry in a display competition with first prize of a holiday for two in Australia. An advertising campaign for Slingard is currently running on television and in the woman's Press. *Unipharm Pharmaceuticals, Copeham, Copses Lane, Esher, Surrey.*

Nair offer

There will be a "two sachets for the price of one" introductory offer for Nair with baby oil, starting April. A promotional dispenser to hold 12 double sachets will be available. *Carter Wallace Ltd, Wear Bay Road, Folkestone, Kent.*

THE LATEST
ADVANCE IN
COST-EFFECTIVE
 β -BLOCKER
THERAPY



BERKOLOL*

(propranolol hydrochloride B.P.)

HIGH QUALITY as demonstrated
by bioavailability study **

POSITIVELY IDENTIFIED TABLETS

COMPETITIVELY PRICED

BERKOLOL - THE COST-EFFECTIVE
PROPRANOLOL

SPECIAL OFFER AVAILABLE THROUGH ALL WHOLESALERS
UNTIL 28th MARCH 1980.
1x 1000 TABLETS 40mg
FOR EVERY £100 PURCHASED **FREE**

** Further information available on request to the company

Full prescribing information available on request

Berk Pharmaceuticals Limited
Shalford, Guildford, Surrey GU4 8HE

* Trade Mark
J.530

**At last,
colour n
that can
print
money.**

Sakuracolor present the best offer you've had all day. Order up to 30 mixed or unmixed films and they'll cost you just 75% of the SRP (excluding VAT). Which leaves you with a handsome profit of over 33%.

Order over 30 films (in units of 10 unmixed packs) and we'll cut the price even further to nearly 71% of the SRP (excluding VAT).

Which leaves you with a profit of over 40%.

negatives

And, when you order over 30 films, we'll throw in a bottle of bubbly to help you celebrate.

Sakuracolor films are available in all standard formats and sizes in both 100 and 400 ASA.

Have a word with the Sakura Konica Girls (who'll pass your order onto your usual wholesaler) or contact us at Konishiroku UK, Konishiroku House, 11 High St, Feltham, Middx, TW13 4AB. Telephone: 01-751 6121.



sakura

Sakura sensitised materials and Konica cameras are manufactured in Japan by Konishiroku.

DUREX*

PRICING ANNOUNCEMENT

Rising costs make it necessary for us to increase prices on the Durex range of protectives. These increases are listed below and become effective from Friday March 7th 1980.

Brand		Maximum Recommended Selling Price (Including VAT at 15%)	Basic Trade Terms
Nu Form Extra Safe	3 pack	45p	£9.39 per gross
Nu Form Extra Safe	12 pack	180p	£9.39 per gross
Unison	3 pack	45p	£9.39 per gross
Fetherlite	3 pack	43p	£8.97 per gross
Fetherlite	12 pack	172p	£8.97 per gross
Nu Form	3 pack	43p	£8.97 per gross
Nu Form	12 pack	172p	£8.97 per gross
Fiesta	6 pack	86p	£8.97 per gross
Black Shadow	3 pack	43p	£8.97 per gross
Gossamer	3 pack	40p	£8.35 per gross
Gossamer	12 pack	160p	£8.35 per gross
Dry Durex/Allergy	3 pack	33p	£6.89 per gross
Supertrans	3 pack	34p	£7.10 per gross
Atlas	12 pack	142p	£7.41 per gross
Transyl	12 pack	107p	£5.58 per gross
Fourex	3 pack	385p	£40.17 per half gross

May we also take this opportunity of reminding you that it is a condition of sale that Durex protectives must never be retailed at prices in excess of the maximum retail prices shown on the price list. In addition please could you take note of the following:-

1. Stock purchased at pre-increase prices must be retailed to the public at prices not exceeding our previous maximum recommended prices.
2. Whilst stock purchased at the new prices must not be sold at prices exceeding that of our recommended prices, you may, if you wish, sell them at prices below the recommended prices.
3. All orders will be charged out at prices ruling on the date of dispatch of goods.

Price increases we are now implementing have been agreed with the Office of Fair Trading.

*Durex and all brand names are registered trade marks.

LRC Products Limited, Sanitas House, Stockwell Green, London SW9 9JJ. Telephone: 01-733 7911. Telephone orders: 01-274 2076.

COUNTERPOINTS

Timed-tanning system from Elizabeth Arden

Elizabeth Arden's Progressive Tans sun-care range is a new timed-tanning system said by the company to mix both sun exposure and proper protection to achieve a healthy tan that continues to develop without further exposure.

The range comprises in factor four, a sun gelee cafe (75ml, £3.25), moisturising sun lotion (125ml, £3.75) and tinted sun lotion (125ml, £3.75); in factor eight a sun cream for sensitive skin (125ml, £3.75) and a lip protector (£2.25). Available in a factor of 15 is a sun-blocking cream (75ml, £3.75).

Self-tanning products comprise cream for the face (£3.25) and lotion for the body (£3.75) and there is an after-sun moisture refresher (£3.75). The products will be available from mid-April. *Elizabeth Arden Ltd, 76 Grosvenor Street, London W1A 2AE.*



Wander chocolate Easter bonus

Wander diabetic chocolate bars and wafers are offering an Easter bonus to retailers (for details see C&D insert) and a colouring competition for the children with a first prize of a painting box and runner-up prizes of felt-tip pens. *Sandoz Products Ltd, Station Road, King's Langley, Herts WD4 8LJ.*

Tudor offer

Following the introduction of Tudormatic 110 cameras last autumn, the Tudor Photographic Group have announced a spring promotion in support of the range.

From March 3, the Tudormatic 201, 202EF and 203TF will be supplied complete with free developing and printing vouchers worth £5 to the consumer. These entitle customers to have the first film processed by Tudor free of charge. Customers will also receive a free pocket

album with their prints.

The promotion is being fully backed up with dealer flyers, window posters, showcards and a special new camera display unit, as well as Press advertising. All Tudor products and services will also be promoted on radio and television throughout the spring and summer. *Tudor Photographic Group, 30 Osgate Lane, London NW2 7HU.*

Reactolite campaign

A £300,000 advertising budget for Reactolite Rapide glass includes a five-week television campaign covering three-quarters of the country, supported by full-page colour advertisements in the *Sunday Times* and *Observer* supplements, *Company* and *Cosmopolitan*.

Unlike previous years, when the main theme of Reactolite Rapide advertising has been educational, the 1980 campaign concentrates on image-building with the emphasis on fashion. *Chance Pilkington Ltd, St Asaph, North Wales.*

'Tray box' from Insulex

Insulex have recently introduced a "tray box", (£17.95) for carrying prepared meals on picnics, fishing trips etc.

Comprising four separate self-locking trays which stack one on top of the other, each tray coming complete with knife, fork, spoon and beaker, each tray has a compartment to accommodate a prepared main course and dessert.

"Tray box" is claimed to keep food fresh and hygienic and manufactured in durable polypropylene, is virtually unbreakable. It is available in pearl grey with a contrasting blue lid. *Insulex Ltd, Insulex House, 124 Barlby Road, London W10 6BX.*



Monteil additions

Germaine Monteil have added a colour liner pencil to the Caribbean Colours make-up range. The pencil is available in vert (£2.95), brun (£2.95) and orange (£1.80).

Other additions available are a color matte foundation in beige blond (£5.35); for the cheeks color cream blush in corail clair (£4.50); for the lips orange 34 (£2.60); for the nails orange 34 cuivre (£2.05) and an eye color compact in sable d'or, pacifique and iris mauve (£4.20 each). *Germaine Monteil, 33 Old Bond Street, London W1X 4PH.*



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We Sell-in Ex-Car to Independent Chemists, take Transfer Orders through the Wholesale Trade, and carry out Display and Trade Incentive Promotions.

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We can cover 6000 Independent Chemists in our areas in a 3 week period or call on nominated outlets.

Use SalesExtra for successful Product Launches and Distribution Drives of O.T.C. and other non ethical Products.

SalesExtra Ltd., 30, Hammersmith Broadway, London W.6.

01-741-1763.

PLURITENE vial

Manufacturer Lipha Pharmaceuticals Ltd, Old Farm Road, West Drayton, Middlesex. Distributed by Napp Laboratories Ltd, Hill Farm Avenue, Leavesden, Herts

Description Clear straw-coloured solution of synthetic L-form amino acids, intended for intravenous administration. The solution is sterile, pyrogen-free and hypertonic and each 100ml vial contains L-arginine HCL 0.6g, glycine 0.6g, L-histidine HCL 0.2g, L-isoleucine 0.585g, L-leucine 0.625g, L-lysine HCL 0.8g, L-methionine 1g, L-phenylalanine 0.96g, L-threonine 0.5g, L-tryptophan 0.25g, L-valine 0.72g and sorbitol 4g. The solution has an essential/non-essential amino acid ratio of 4:1, providing 0.915g per cent of utilisable nitrogen. Energy content is 0.19 MJ (45 kcal) per 100ml

Indications Protein depletion where parenteral nutrition is necessary, management of the nutritional status of pre- and post-surgical patients, acute and chronic renal failure

Dosage 20-400ml intravenously per day, depending on individual patient requirement. For maximal nitrogen utilisation, a non-protein energy source can be concurrently administered to provide not less than 0.84 MJ (200 kcal) of energy per gram of nitrogen. Daily dose for renal failure patients on a low protein diet is 60-400ml (3.3-21.8g of essential amino acids) given by injection or continuous infusion at a rate of not more than 5ml/min

Contraindications Hepatic coma with hyperammonaemia

Precautions Amino acid mixtures may precipitate acute folate deficiency and folic acid should be given daily. Pluriten is incompatible with sodium bicarbonate solutions and the addition of drugs is not recommended. For specific compatibility data refer to manufacturer

Packs Glass vials of 100ml (£2.50 trade)
Supply restrictions Prescription only
Issued March 1980

TRANCOPRIN tablets

Manufacturer Sterling Research Laboratories, St Mark's Hill, Surbiton, Surrey

Description White, flat, bevelled-edge tablets marked with a "T" on each face. Each tablet contains aspirin 300mg and chlormezanone 100mg

Indications Treatment of painful conditions where the combination of an analgesic and a mild tranquiliser/muscle relaxant would be of value, including musculoskeletal disorders associated with muscle spasm, headache and painful menstrual disorders

Dosage Adults—one or two tablets three times a day. Not more than eight tablets daily. No specific recommendations for children

Contraindications Should not be given to patients with a known hypersensitivity to aspirin nor to those taking monoamine oxidase inhibitors. They should be used with care in patients with a history of peptic ulcer and those also taking anticoagulants should be carefully monitored

Side effects Drowsiness and dizziness are the commonest. The sedative action of chlormezanone may be potentiated by alcohol or other tranquilisers, particularly the phenothiazines. Constipation, flushing, dry mouth, nausea, weakness and rash have also been reported. Very rarely reversible cholestatic jaundice has been reported in patients taking chlormezanone

Packs 100 tablets (£3.03 trade)

Supply restrictions Prescription only
Issued March 1980

Lipha to market Ionamin

From March Lipha Pharmaceuticals Ltd will be taking over the marketing of Ionamin 15mg and 30mg capsules from the Penwalt Corporation of America who previously had a distribution arrangement with Farillon Ltd. Both strengths are now packed in an outer carton conforming to the house style of this company, but there has been no change in the manufacturing or identification of the capsules. *Lipha Pharmaceuticals Ltd, Old Farm Road, West Drayton, Middlesex. Distributor—Napp Laboratories Ltd, Hill Farm Avenue, Leavesden, Herts.*

Discontinued lines

Merck Sharp & Dohme Ltd are discontinuing the following products on March 14: Aquamephyton injection, Colbenemid tablets, Cremomycin, Cremosuxidine and Sulfasuxidine tablets. Supplies of Cremosuxidine and Sulfasuxidine will be available while present stocks last. *Merck Sharpe & Dohme Ltd, Hoddesdon, Herts.*

Wound irrigation

Squibb Surgicare Ltd have introduced a wound irrigation device designed to aid the nursing of patients with post-operative wound infection who require several changes of dressing daily.

The device consists of an adhesive rim of Stomahesive to which is fused a transparent plastic cover with entry and exit tubes for supplying irrigating fluid and taking away the wound exudate. Irrigation may be continuous or intermittent and the aim is to keep the device in place until the wound is clean, non-offensive and requires no more than one dressing daily.

The product (£4.95 trade) is for use in hospitals and is not prescribable on FP10. *Squibb Surgicare Ltd, Regal House, Twickenham TW1 3QT.*

Sterile pack for Xylocaine gel

The 15-ml tube of Xylocaine gel is to be replaced by a new 20-ml size. This new tube, together with detachable applicator, is now supplied sterile and in a blister pack. *Astra Pharmaceuticals Ltd, St Peters House, 2 Bricket Road, St Albans, Herts AL1 3JW.*

Vasogen change

The Vasogen 5 x 100g dispensing pack is being replaced with individually cartoned 100g packs (£1.37, £0.78 trade) *Phamax Ltd, Bexley, Kent.*

Instillagel supply

The March 1 issue of *C&D* stated that Instillagel is manufactured by Farco-Pharma GmbH of Colonge. UK distributors are Rimmer Brothers (Rimbros Ltd), 18 Aylesbury Street, London.

Orange Metopirone

The colour of Metopirone capsules has changed from orange to white. The active substance, dosage and prescribing data remain unchanged. *Ciba-Geigy Pharmaceuticals Division, Horsham, West Sussex.*

ON TV NEXT WEEK

Ln—London; M—Midlands; Lc—Lancashire; Y—Yorkshire; Sc—Scotland; WW—Wales and West; So—South; NE—North-east; A—Anglia; U—Ulster; We—Westward; B—Border; G—Glamorgan; E—Eireann; CI—Channel Island.

Alberto free and natural: M

Alka Seltzer: All areas

All Clear: All areas

Anadin: All areas

Babettes: All except E

Balance: M, Lc, Y, NE

Biactol: All areas

Carefree: All except A

Cow & Gate babyfoods: All except U, E

Clearasil Clearguard cream: Ln

Crest toothpaste: All except Ln, NE, B, E

Farley rusks: All except E, CI

Harpic Jet: Ln, Y, So, A, B, NE

Head & Shoulders: U, We

Heinz babyfoods: Lc, Y, Sc, So, NE, G

Johnson's Baby powder: All except Ln, WW, So

Matey: All areas

Paddi Pads: All areas

Oil of Ulay: All except E

Reply mouthwash: So

Slimgard: All except E, CI

Snugglers: All areas

Sweetex: All areas

Vidal Sassoon: All except A, U, B, E, CI

Vespre: All except A

Wondra: Y, NE

Zac baby cream: Lc

Make a killing.



Stock up with Vapona.

It's used regularly by 10 times more people than the next nearest brand. Has over 5 times greater awareness than the next nearest brand.

Has over 60% market share, and still rising.
And is the only consistent heavyweight advertiser.
Need we say more?

Slow release Flykiller strip; Small Space strip; Mothkiller and Aerosol.

*Source: Independent Market Research

Smith & Nephew Ltd., Bessemer Road, Welwyn Garden City, Herts. AR7 1HF Telephone: Welwyn Garden City 25151

SlimGard don't We'd rather give

As our major competitors will tell you, employing a sales force can be a very costly business.

At SlimGard, we have no sales force.

So we can afford to pass the savings on to you.

For example, we are currently offering you an irresistible deal on SlimGard.

Return one of the coupons below direct to us nominating the wholesaler of your choice.

He will automatically offer you as much as 10% off the usual trade price on orders of 3 dozen and 6 dozen SlimGard.

But that's not all.

We're also offering you a generous cash bonus; £3 on orders of 3 dozen. £10 on orders of 6 dozen.

In total, it means that you can make as much as £1 profit on every can of SlimGard sold.

What's more, returning the coupon to us by April 18th



**UP TO 10% OFF 3 DOZEN SLIMGARD.
PLUS £3 CASH FOR YOURSELF.**

Please send me 3 dozen SlimGard, plus a cheque for £3.

No. of outers of 6 Vanilla ☐

No. of outers of 6 Strawberry ☐

No. of outers of 6 Chocolate ☐

(Fill in quantity of each flavour.)

Please let me have your point
of sale material ☐

Chemist name _____

Address _____

Preferred wholesaler _____

Send to: Unipharm Pharmaceuticals,
'Copseham', Copsem Lane, Esher, Surrey.

**Send your Order now.
Deals end on April 18th.**

Pay salesmen. Give the money to you.

guarantees you an entry into our fabulous display competition.

With a first prize of a holiday for two in Australia with £250 spending money.

There couldn't be a better time to take advantage of our offer either.

Our massive advertising campaign has just started.

And over the next few months we'll be spending no less than £670,000 promoting SlimGard on TV and in womens magazines and slimming magazines.

So make sure you cut out and send off the coupon below today.

You won't just be cashing in on the best slimming deal going.

You'll be cashing in on the biggest advertising campaign ever for a slimming product.



UP TO 10% OFF 6 DOZEN SLIMGARD. PLUS £10 CASH FOR YOURSELF.

Please send me 6 dozen SlimGard, plus a cheque for £10.

No. of outers of 6 Vanilla ☐

No. of outers of 6 Strawberry ☐

No. of outers of 6 Chocolate ☐

(Fill in quantity of each flavour.)

Please let me have your point of sale material ☐

Chemist name _____

Address _____

Preferred wholesaler _____

Send to: Unipharm Pharmaceuticals,
'Copeham', Copsem Lane, Esher, Surrey.

Send your Order now. Deals end on April 18th.

COUNTERPOINTS

'Gift' advertisements maintain their TV popularity

The latest TABS top ten commercials for the period ending January 8, 1980, show few changes from last month, a sign that the products concerned are being consistently well advertised. Most of the products appearing in the list are for popular Christmas gift purchases.

The top ten produced for C&D is as follows:

Andrex	63
Polaroid cameras	61
Kodak cameras	59
Olympus cameras	57
Philishave	56
Wrigleys spearmint	56

Kleenex Super 3	55
Ronson products	55
Cow & Gate baby foods	55
Duracell batteries	54
Airwick air freshner	54

A score of 50 is regarded as high 81 the highest ever and 30 as low.

In the overall chart Central Office of Information commercials received mixed reactions. The fire-prevention campaign, showing the result of failure to extinguish a cigarette, was singled out by many as effective and performing a socially useful function. The latest "Russian roulette" clunk-click campaign was also received

positively though there was a minority opinion that the previous campaign had more of a shock effect.

Much more controversial was the anti-smoking campaign. Although this received a high score overall of 66 it attracted a good deal of criticism. One housewife said: "I find it has the wrong effect on several children I know. They walk around with crayons and pencils in their mouths, like the boy in the ad. It isn't on late, so the kids are still up."

Another commented: "Most young children would not think to imitate smoking before this ad appeared". As a result, the IBA has imposed a ruling that it may not be shown before 9pm.

Complaints are still being received about sanitary protection advertising, which many people find distasteful. One housewife however, did comment that as a result of her son's curiosity she was able to explain the facts of life to him. *Television Advertising Bureau (TABS) Ltd, 12 Greek Street, London W1V 5LE.*

Stock up now with NEW OPAZIMES

Soon, everyone will be asking for new OPAZIMES, Kaolin and Morphine in tablet form.

Because OPAZIMES are so easy to slip into a holiday bag, or keep in the medicine cabinet.

And because OPAZIMES are backed by a big national advertising campaign.

So ask your Wigglesworth Representative about the OPAZIMES special bonus!



WIGGLESWORTH LIMITED

Westhoughton Bolton BL5 3SL. Telephone: 0942 811567
A member of the WILLOWS FRANCIS GROUP

Wet Ones coupon

Sterling Health are offering "10p off" coupons on Wet Ones for Baby as part of the launch programme. The coupons will appear in *Mother, Mother & Baby* and *Parents* during March.

The coupon, which is aimed at inducing trial of the product by mothers with young babies, will be included in the current "Tops for bottoms" advertising. The coupon will be redeemable against both the 70 and 150 wipe sizes. *Sterling Health, St. Marks Hill, Surbiton, Surrey KT6 4PH.*

Sherley's cat book

Sherley's have introduced the 18th edition of their Cat Book (£0.80).

Sherley's estimate that at least 1½ million copies of the editions have been sold and that sales this year will increase by 20 per cent.

The book includes sections on "choosing and knowing your cat", "rearing kittens", "caring for the adult cat", "internal and external parasites", "treatment and first aid in illness" and "diseases and ailments". *Ashe Laboratories Ltd, Ashetree Works, Kingston Road, Leatherhead, Surrey KT22 7JZ.*

Crest supplies

Crest toothpaste is now available in cases of 24, 36 and 48 for the family, extra large and large sizes respectively. *Procter & Gamble Ltd, PO Box 1EE, Gosforth, Newcastle Upon Tyne.*



Outsell your competitors twelve to one. We do.

Cow & Gate have taken the lead in the baby meals jar market.

Not only have Cow & Gate filled the Gerber gap but they outsell all other baby meal jars by twelve to one.*

It could be that mothers know that meat or fruit is the main ingredient in every Cow & Gate jar.

Whatever the reason, Cow & Gate are the top sellers in jars.

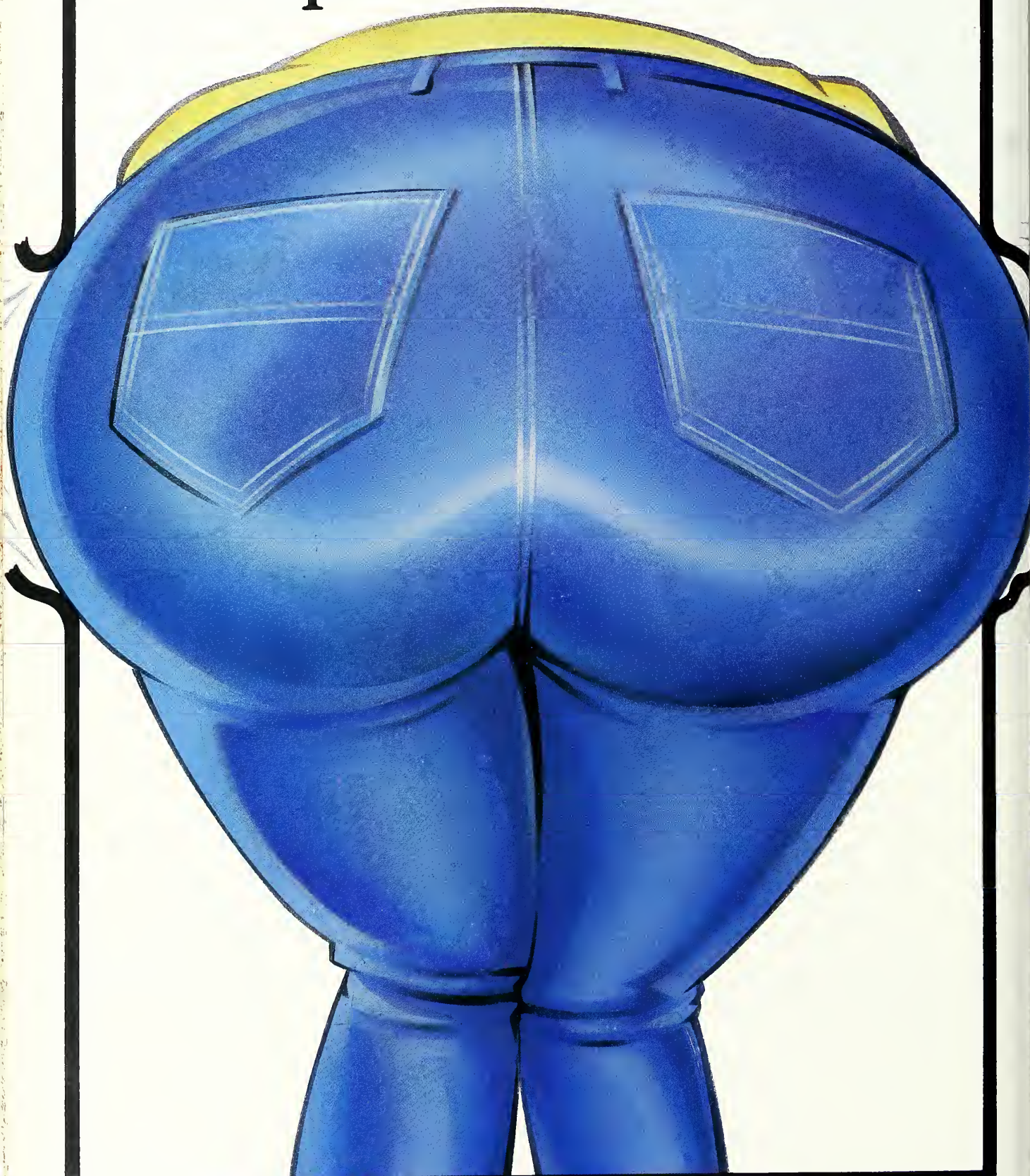
So don't waste precious shelf space – next time you stock up, stock up with Cow & Gate jars twelve to one.



*Independent Retail Audit

The Babyfeeding Specialists.

They're taking the
lumps out of their lives.





You could be putting the £umps back in yours.

Sweetex is back with a big new advertising campaign on TV and in the press.

Sweetex is back in an attractive new pack.

So if you want to make bags of profit, make sure there's plenty of Sweetex back on your shelves.

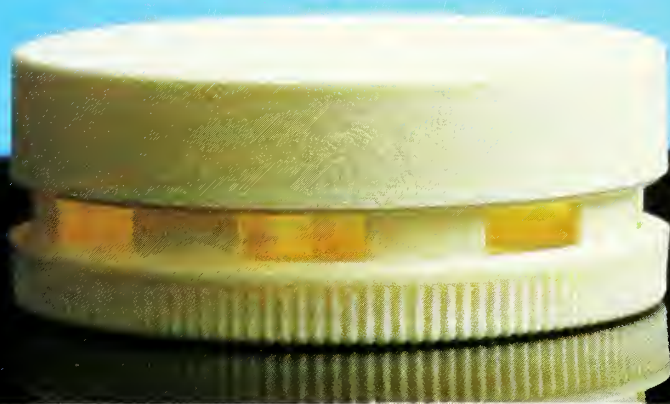


The no-Calorie sweetener.

Sweetex can help you slim only as part of your calorie controlled diet.

NOW

FILL UPS FOR STICK UPS



The introduction of refills for Airwick Stick Ups makes them better value than ever. And just look what Airwick Stick Up value has achieved already!

Beecham took Airwick Stick Up from launch to brand leadership in just 4 months.* And the total market for solid air fresheners expanded by 27%.* No wonder 'Super Marketing' voted it the year's most successful household product launch.

With refills now available and another £270,000 TV boost this Spring, make sure you're ready. Fill up with Airwick Stick Ups now.

* Independent research



BEECHAM KNOW HOW TO MARKET AIRWICK KNOW-HOW

COUNTERPOINTS

'A touch of class' for Replica display stands

Two new display stands are available from Replica for their Spectrum fragrance range. Each has a full-colour showcard on the theme "A touch of class". There is now a choice of three stands, each offered as a package deal complete with contents to simplify re-ordering. The two larger stands include an attractive ladies' scarf which can be used as a counter display.

The smallest stand (£23.40) 6½in wide, contains 12 units of any one Spectrum fragrance, plus a tester. The package also includes trial-size samples on cards and a "Touch of class" showcard.

Another stand holds four each of any three fragrances plus 12 Rameses aftershave and testers. Samples, showcard and back-up stock of eight of the women's fragrances are included. Alternatively, this stand may be ordered with six each of Rameses aftershave and cologne (£92.40).

The existing stand which displays the full Spectrum range (£70.35) is also still available, supplied with 36 units, testers and samples. *Replica International, 90 Belsize Lane, London NW3 5BE.*

Racing sponsorship

Cussons UK have announced their sponsorship of the Formula Ford 2000 motor racing championship with Imperial Leather Classic. The series, for 2-litre racing cars, is over 21 rounds at eight British circuits starting at Brands Hatch on March 2. *Cussons (UK) Ltd, Kersal Vale, Manchester M7 0GL.*

Road safety boost

Beecham will support through Macleans fluoride toothpaste the road safety crusade launched by the *Sunday Mirror* to encourage children to wear "Glow-worm" glitter discs after dark.

All schools or community groups will receive a free "Glow-worm" disc in return for every two Macleans toothpaste cartons. To qualify, a minimum of 50 cartons should be sent to "Glow-worms", 103 Westmead Road, Sutton, Surrey.

Beecham Toiletries' contribution is to underwrite the costs of Glow-worm discs applied for before May 31. *Beecham Proprietaries, Great West Road, Brentford, Middlesex.*

More moisturisers

Charles of the Ritz are adding Revenescence day moisture (2oz, £7.75) and body moisture (8oz, £10.25) to the Revenescence moisture complex series. *Charles of the Ritz Ltd, 51 Charles Street, London W1.*

Elnett coming of age promotion

Launched in 1962, Elnett has "Come of age" and to celebrate there will be a promotion giving consumers 20 per cent extra free, and a display competition for the trade.

Elnett will be available in specially-marked packs announcing the 18 years of Elnett and containing 20 per cent extra on the 200g and 300g sizes of both the normal and extra hold.

A display unit designed to hold approximately 200 cans of Elnett, as well as special headboards, shelf strips, showcards and gondola end units will be available. *Golden Ltd, Berkeley Square House, Berkeley Square, London.*



I'm 17 and ugly spots are ruining my life. Nothing seems to solve my problem and I'm getting more and more miserable

FACED WITH THIS SITUATION WHAT WOULD YOU DO?

RECOMMEND DDD SPOT TREATMENT

DDD Cream or Lotion will relieve the problem safely and effectively.

They contain five fast-acting antiseptics to speed healing and help prevent a reoccurrence of the problem.

DDD products are long-established and proven safe.

DDD the name that recommends itself for your recommendation



BUSINESS MATTERS

Take care on dismissals to avoid Tribunals

By a barrister

Although great care has to be exercised when dismissing an employee, an employer still has the right to dismiss an employee if he thinks he has grounds for doing so and he should not fear an adverse decision from a Tribunal if he follows a proper procedure and acts reasonably in all the circumstances of the case. The law says that an employer can dismiss on a number of well defined grounds—bad workmanship, misconduct, not having the qualifications for doing the job for which employed, sickness, redundancy and what is known as "other substantial reasons".

However—and this is extremely important—the employer has to act reasonably in the light of the circumstances of each case. This means first, that some consideration has to be given to the record of the employee with the firm. Then, the employee must in all circumstances be given a chance to explain himself and tell his side of the story. If the firm is one of reasonable size, he must be given a chance to appeal against any decision to dismiss him but, of

course, in a one man business or a partnership, there is no-one to whom to appeal and this provision is irrelevant.

Except in the most serious cases of misconduct, warnings should be given before steps are taken to dismiss and in the case of bad workmanship or bad timekeeping, the individual must be given a period of time to improve himself and put matters right.

In respect of warnings, after a verbal warning, the complaints against the individual should be made in writing and a copy kept to produce, if necessary, at a Tribunal.

Re-instatement

If an employee takes a case of unfair dismissal against an employer to an Industrial Tribunal, that Tribunal has the power—in addition to the awarding of compensation—to order the employer to re-instate or re-engage the employee.

Unlike an order of a court of law, where a refusal to comply can result in a fine or imprisonment for contempt of

court, the employer can refuse to obey an order to re-instate or re-engage a particular employee. However, he will then have to pay additional compensation to the employee.

The difference between re-instatement and re-engagement is that where re-instatement is involved the employer has to put the employee back in his original job as if he had never been dismissed. This would mean making up pay from the date of dismissal and no loss of rights (for example, pension) from the time absent. In the case of re-engagement this merely means offering the employee a job in any reasonable capacity.

An employer who refuses to obey will be ordered to pay compensation which amounts to not less than 13 weeks pay with a maximum of 26 weeks pay. Where trade union activity or race or sex discrimination is involved in the dismissal, the amounts are higher: a minimum of 26 weeks pay and a maximum of a year's pay.

Avoid discrimination

The majority of employers are aware of the need to avoid discrimination in respect of sex, race, nationality or ethnic origin when taking on staff. It is relatively easy to avoid direct discrimination and little overt discrimination now exists.

However, there are pitfalls to be avoided. If, for example, an employer interviews two applicants for a job—one of say, British origin and another of Asian origin—it is quite legal to prefer

3 quick questions for anyone recommending paracetamol as an analgesic*

1. Which paracetamol containing formulation is absorbed faster than others?
2. Which formulation achieves the highest peak plasma levels?
3. Which formulation sustains a high concentration level over time?

*BIOS (Consultancy & Contract Research) Ltd, Bioavailability Study of Six Commonly Prescribed Paracetamol Containing Preparations And A Control Formulation.

Paracetamol tablets 500mg. Paracetamol 500mg and codeine phosphate 8mg tablets. Paracetamol 500mg and codeine phosphate 8mg effervescent tablets (Paracodol). Paracetamol 500mg, codeine phosphate 8mg and caffeine 30mg effervescent tablets. Dextropropoxyphene hydrochloride 325mg and paracetamol 325mg tablets. Dextropropoxyphene napsylate 50mg and paracetamol 325mg soluble tablets.



Fisons Leaders in Allergy Research. Fisons Limited, Pharmaceutical Division, Derby Road, Loughborough, Leicestershire, LE11 0BB. Paracodol is indicated for the relief of pain, especially muscular and rheumatic pains, headache, neuralgia, toothache, period pains and discomfort associated with colds and influenza. **Dosage and administration:** Paracodol is a presentation of Paracetamol B.P. 500mg and Codeine

the candidate of British origin on the grounds, not that he is British, but that he is better qualified for the job. However, an employer with a big labour turnover who constantly finds himself in the position of having to choose between people of different ethnic origins and who regularly chooses the person of British origin could find himself in difficulty—especially in areas of high immigration and where the work is relatively simple and unskilled.

In addition, it can be racial or sex discrimination to lay down conditions for a job where the conditions can be better and more easily fulfilled by one group rather than the other. For example—as has been decided in a Tribunal case—to advertise a job laying down that the applicants must be over 5ft 8in tall can amount to sex discrimination since there are a smaller number of women at this height and over than there are men.

The more conditions you advertise in connection with a job, the more difficulty is likely to occur and the safest course is to set out the minimum details in announcements so that you are free to determine who you will employ on the basis of the best individual to meet your needs.

Sick pay proposals

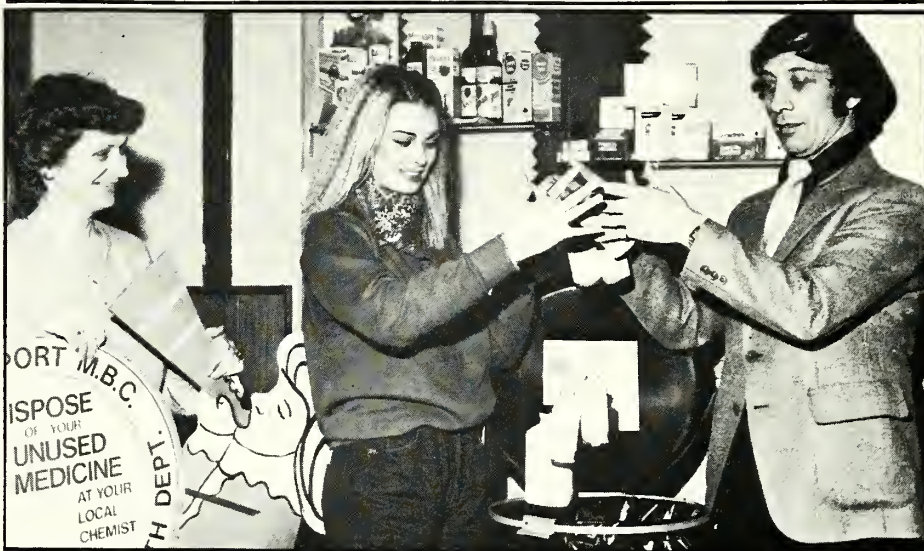
The Government has announced that it is considering transferring to employers part of the responsibility for paying sick pay to employees who are away from work. Instead of an employee

drawing pay from national insurance for sickness, the employer would be obliged to make payment after the first three days absence from work. The employer would not have to make payment for more than eight weeks in any one year.

The amount to be paid would be approximately the national insurance sickness benefit payment and it is intended that the employer would be compensated in part by a reduction in their national insurance contributions. After eight weeks payment by the em-

ployer the state scheme would take over for another 20 weeks and then the national insurance payments under the sick pay scheme would come to an end.

The proposals are being sent out for consultation to trade associations, employers bodies and trade unions and the government has promised to consider the special problems that might arise for small firms. Meanwhile, from April, national insurance contributions will be going up for both employer and employee by $\frac{1}{4}$ per cent.



Unused medicines disappear into the bin with a helping hand from Mr Leonard Singer, MPS, and Karen Loughlin, Miss Stockport, as part of the publicity for Stockport's DUMP campaign (C&D, March 8, p366). A successful campaign some three years ago prompted Mr Singer's support as both a local retail pharmacist and chairman of the Council's Environmental Health and Control committee

And the one quick answer



PARACODOL®
PARACETAMOL B.P. AND CODEINE PHOSPHATE B.P.
The effective, rapidly absorbed analgesic.

Phosphate B.P. 8mg as a large white, soluble effervescent tablet. The tablets are to be dissolved in water before oral administration. **Adults:** 1-2 tablets, which may be repeated every four to six hours. **Children:** Aged 5-12 years ½ tablet. Not more than 3 tablets to be taken in 24 hours. **Under 5 years:** To be taken only on the direction of the physician. **Package quantities and basic NHS price:** £2.04 per box of 100 tablets. PL: 0113/5076.



THERE'S ONLY ONE TRAVEL SICKNESS TABLET MADE FOR THOSE MOST LIKELY TO NEED IT.

The likeliest candidates for travel sickness are under 15.

Surprisingly, all the available remedies are made primarily for adults.

With one exception. Joy-Rides. The first and only travel sickness tablet made specifically for children.

And as the only travel sickness tablet aimed at children, we'll still be out-selling every other brand.

How?

By out-spending them with the biggest campaign anyone's ever seen in this category.

With bolder and more modern packs that'll stand out when displayed.

With free P.O.S. leaflets for your customers and with special trade promotions. Your Stafford-Miller representative will supply you with all the details.

So if you had to stock just one travel sickness tablet—make it the one that's going to sell.

Joy-Rides

The only travel sickness tablet made specially for children.

Travel sickness markets

Most people do some travelling, whether for business or pleasure, and many may be prone to travel sickness in one form or transport or another.

Although there may be a trend this year toward "holidays at home" one must not lose sight of the fact that for many people this will include one or more journeys by car, coach or rail—if only to see the in-laws. Even weekend sailing buffs can succumb to motion sickness under the right (or should it be wrong?) conditions.

For drivers, travel sickness is particularly unwelcome if they have to drive to and from air or channel ports. Whether they opt for travel sickness medication with its hazard of drowsiness (and, for some, possible temporary vision impairment) or "risk it" with possible nausea, weakness and headaches, the result is the same—danger on the roads.

Initial symptoms

Only the very deaf are believed to be totally unsusceptible to motion sickness.¹ The initial symptoms of motion sickness can usually be readily and visually recognised: flushing, palor, yawning, cold sweating and, especially in children, restlessness. It has been reported² that some people who do not actually vomit may still be incapacitated by the symptoms of nausea. Dehydration and headaches of varying severity which often follow nausea and/or vomiting can also be extremely distressing.

In a review of anti-motion sickness and antiemetic drugs, Charles D. Wood recently stated³ "Hyoscine is the single most effective drug at the usual recommended dosage level (0.3 to 0.6mg) for short periods of intense motion or unusually susceptible patients" but went on to say that "hyoscine 0.3 to 0.6mg with dexamphetamine 5 to 10mg is the most effective preparation yet tested against motion sickness. The drowsiness produced by hyoscine and excitement produced by dexamphetamine appear to effectively cancel each other".

Varying reactions

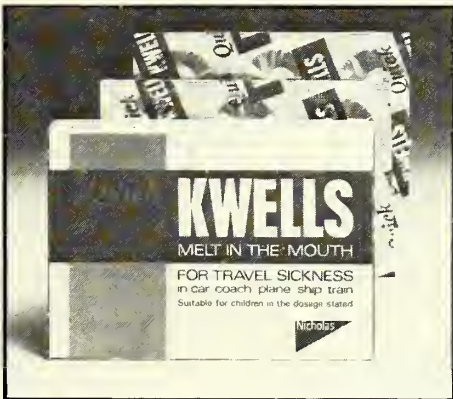
A new anti-nauseant drug called domperidone may have possible applications for motion sickness in the future. In Supplement 1 (1979) of the *Post-graduate Medical Journal* some 54 pages were devoted to reviewing this drug covering a wide range of problems associated with nausea and vomiting.

Obviously different means of travel and weather conditions induce different motion sickness reactions, but the severity of the reaction also varies from person to person under the same condition. The drugs used to combat motion sickness differ in their action and in their duration of efficacy (usually from four to 12

hours), so if one brand proves unsatisfactory for a particular customer he should be encouraged to try others.

Although this is a small market in terms of brands available, there is sufficient variation in formulation to accommodate most needs. The table (p. 441) shows brands, with active ingredients. All the preparations listed are in tablet form and are pharmacy only medicines.

At rsp, the UK travel sickness market is generally thought to have been worth just under £1m in 1979. Nicholas estimate that some 2.1m packs are sold each year. (However, Wellcome only estimated the market as worth £600,000 while Duncan Flockhart quoted a total market value of £750,000.) Graeme Hannah (divisional marketing manager, Nicholas Laboratories) says: "In general terms the volume decline in the market over recent years has slowed until now it is virtually static. Our own product, Kwells, leads the market with almost 35 per cent sterling share, followed by Sea Legs with just over 25 per cent, and Marzine and Joy Rides with just under 20 per cent each".



Since March 3, 1980, the marketing and distribution of Sea Legs has been taken over by Farley Health Products, another division of Glaxo. Sea Legs will, however, still be sold in their Duncan Flockhart livery until early August when a new FHP pack will be introduced.

Wellcome say Marzine has a 20 per cent value share, worth £120,000 at their estimate of the total market. The brand has shown consistent growth since 1976 and during the August 1978-August 1979 period recorded a 14 per cent increase in sales by volume. Last July the Marzine logo was changed with a white silhouette family replacing the previous spiral motif. This year the 'astronaut' display outer will be supported by additional POS material available from Wellcome representatives.

Joy Rides were produced especially for children. Last year Stafford-Miller conducted extensive research amongst mothers with children aged two to 15



years. They found that as many as one in three households with children have a child who suffers from travel sickness. Many mothers were unaware of a travel sickness tablet specifically for children. During 1980, Stafford-Miller aim to remedy this with "our largest-ever spend for the brand with large spaces" in women's magazines and daily Press during the peak May-August period. Their advertising theme will be "Who suffers most when your child is car-sick?". They have also produced leaflets entitled "Has your child ever been travel sick?" for in-store giveaway. These are being offered to stockists in compact dispensers available from their representatives from April onwards.

UK sales

Janssen say UK sales of Stugeron amounted to over 150,000 units in 1979, but this figure includes sales to HM Forces. The Stugeron travel wallet was launched in April 1979 to "meet the demand created by the spectacular results reported in *Yachting Monthly*". However, as one medical authority has written⁴ "Cinnarizine (Stugeron) has recently acquired some publicity among the sailing fraternity but evidence for its efficacy is anecdotal and controlled trials are required". According to Janssen the results of a controlled double blind trial involving 350 young people are due to be published in May.

Stugeron is an "ethical" product and it is thus not possible to advertise it to the general public. Janssen hope that when the result of clinic trials involving the Ocean Yacht Club and the Royal Navy are published sufficient interest will be aroused to draw the attention of the lay Press. The official report of the 1979 Fastnet Race stated, say Janssen, that seasickness was "less critical than expected" which they feel may be at least partly attributable to the fact that over 50 per cent of the participating yachtsmen were taking Stugeron. The company are producing promotional literature for 1980 and there will also be a bonus offer to be announced through C&D.

Pills are not, of course, the only item which can be sold to "travel sick" shoppers.

Continued on p441

INVERNESS SHOOTS A HOLE IN YOUR DOUBTS ABOUT PIERCING EARS

If for any reason you are reluctant about piercing ears, prepare to have your reservations cancelled.

The Inverness Ear Piercing System is the one method that both customer and you can feel confident about.

The instrument, the 100% sterile earring cassettes, the elegant kit itself, have all been designed to produce fast and painless piercing with disposable capsules which eliminate the risk of infection.

The method is so simple and so quick that in one

automatic action the ear is pierced and the earring inserted.

And when you're not reaping profits in excess of 200% with the Inverness Ear Piercing System, the entire kit and kaboodle tucks away in about as much space as a large dictionary. That's it.

If you have any questions for which you would like answers don't hesitate to pick up the 'phone or send in the coupon.



Please send me the Inverness brochure ☐

Please ask a representative to telephone me to arrange a No Obligation demonstration ☐

Name

Address

Tel. No:

LM



INVERNESS
Automatic Ear Piercing

LOUIS MARCEL LTD.
12 Bexley Street, Windsor, Berks. Tel. Windsor 51336

Information services for the pharmacist

Computers cannot replace the "manual" search in providing answers to many of the pharmaceutical profession's urgent inquiries. That was the common finding of speakers from three of the major information services—the Pharmaceutical Society, the National Pharmaceutical Association and the hospital information service—speaking at a West Surrey Branch, Pharmaceutical Society, conference on Sunday.

Miss Pamela North, head of the Society's library and information services, told a West Surrey Branch conference on Sunday, that in 1979 the breakdown of users of the service was as follows:— general practice pharmacists 30 per cent, hospital pharmacists 36 per cent, industry pharmacists 8 per cent, allied professions 5 per cent, the public 8 per cent, other libraries 4 per cent, Press 2 per cent and miscellaneous 7 per cent. Miss North stressed that members of the public were only reassured, not given information that would undermine the confidence in the doctor.

Growth of the department was shown by inquiry figures which had risen from 2,600 in 1968 (when inquiries to the Society were first channelled to a single department) to 9,180 in 1979.

The library was perhaps the largest collection of Pharmaceutical material in the world, with some 500 journals taken regularly and 40,000 index cards on proprietaries. A computer link was maintained with abstract services and money had been allocated for a trial computerisation of Martindale, though an on-line service was very much in the future.

Hospital organisation

The organisation of hospital information services through principal pharmacists in the regions was described by Mr J. McConachie of North-west Thames region. Twelve of the 14 English regions had a regional centre or co-ordinator; in Scotland there were four and one each in Northern Ireland and Wales. The exceptions were Oxford and South-west Thames—the latter post was frozen in 1979, which was unfortunate because other professions might be anxious to take over the role of the information pharmacist (in South-west Thames proprietarians had been given a grant to investigate how they might provide services for doctors). Mr McConachie said the regional principals met privately and with the DHSS to develop their service and resources; he believed this to be the only co-ordinated service in the world.

Part of their achievement had been the establishment of a data base in which some 80 journals were abstracted in different centres, providing a faster

service than any commercial source (one week for periodicals such as *British Medical Journal* and *Lancet*). The abstracts were available on microfiche and the possibility of putting information on-line was being investigated. In addition, specialist files were maintained on subjects such as drugs in breast milk, an annual conference was organised and a directory of information pharmacists maintained.

A paper to be published shortly would show that in 1978 the national drug information centres received about 40 per cent of their inquiries from doctors and 40 per cent from pharmacists—but in each case general practice represented only some 3 per cent. Mr McConachie said this was disappointing in the case of pharmacy but perhaps indicated either that the service was not known to retail pharmacists or that the information it provided was available elsewhere.

Community role

Mr McConachie suggested that retail pharmacists could become the community arm of the hospital service in respect of adverse drug reactions and drug interactions. They might also be more involved in providing drugs advice to general medical practitioners since, like hospital pharmacists, they were "practice based". Such a move could benefit both professions, as well as the patient. The decentralised nature of the hospital information service was an advantage because inquiries could be answered by a local telephone call and, if necessary, the pharmacist could visit the information centre to read up on a problem for himself.

The speaker also suggested that through newsletters the service could help with pharmaceutical postgraduate education; bulletins of evaluated drug information might also be provided to doctors through pharmacies, thus encouraging closer contact between the professions.

The third speaker, Mr A. Creed, superintendent of the NPA information department, argued the need for inquirers to realise the various responsibilities of organisations providing information so that questions were correctly channelled. The basis for the NPA's service was a file of some 250,000 cards and, inclusive of 20 calls concerning locums, around 100 inquiries were handled every day. A growing number of inquiries concerned legislation, but many others could have been answered by the inquirer himself—simply by referring to Yellow Pages or other common reference books.

In a review of the current application of computers in pharmacy, Mr C.

Blackaby, Vestric Ltd, warned against rushing in to buy microcomputers which could not be "upgraded" as new developments came along. Chemists should also beware of cheap units which might break down frequently and not have a rapid repair service.

Before buying hardware, the retailer should look at his requirements—in some cases a computer couldn't do all that was needed, or might do it more laboriously than a manual method by, for example, providing more information than was required. Often a preliminary examination of working methods (systems analysis) could improve the efficiency of the business, even if a computer was not installed—failure to carry out such analysis had led to the failure of 60 per cent of systems installed between 1970 and 1975.

Travel sickness market

Concluded from p439

Impregnated cleansing tissues are more effective and easier to carry than a damp face flannel and towel. A small packet of paper handkerchiefs could prove useful as could smelling salts and, for cars, a small air freshener.

Vacuum flasks can be filled with a variety of 'drinks', many of which can be found on the dietary food shelves in most chemists. A little light sustenance can help travellers overcome feelings of nausea and drowsiness even after vomiting has taken place and the most useful type of light refreshment is rarely available in transit unless it has been taken in a vacuum flask. Hot, non-fatty, clear consommé or broth is particularly restorative; black coffee is useful for drivers; children or sweet-toothed adults might prefer hot Horlicks or a cool cup of Complan or one of the slimming meal replacements, such as Slender. The latter can also be useful in the prevention of nausea if it is taken before travelling instead of the immediately preceding meal. It satisfies hunger but sits much more lightly in the stomach than even dry toast and tea.

References

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2. Wood, C. D. and Graybiel A. (1968) *Aerospace Medicine*, 39,1341
3. Wood, C. D. (1979) *Drugs*, 17,471
4. Milton-Thompson, G. J. (1979) *Pract.*, 223,516

Brand	Drugs	Tablet strength (mg)	Company
Avomine	Promethazine theoclate	25	May & Baker
Dramamine	Dimenhydrinate	50	Searle
Joy Rides	Hyoscine hydrobromide	0.15	Stafford-Miller
Kwells	Hyoscine hydrobromide	0.3	Nicholas
Marzine	Cyclizine hydrochloride	50	Wellcome
Sea Legs	Meclozine hydrochloride	12.5	Farley Health
Stugeron	Cinnarizine	15	Janssen

PROFESSIONAL NEWS

Pharmaceutical Society of Great Britain

Conduct rule modified for health centres

The Statement upon Matters of Professional Conduct is to be amended to give exemption from Paragraph 15, which concerns business associations with doctors, for pharmacists practising in health centres owned by area health authorities. This was decided at the Pharmaceutical Society's Council meeting this month.

Paragraph 15 states: "While the closest professional co-operation between pharmacists and doctors is desirable, a pharmacist should neither (a) have a business association with a doctor in the sense of either of them having a financial interest in the professional work of the other, or (b) so conduct himself as to lead patients or members of the public reasonably to believe that there is such an association."

The Ethics Committee considered a document prepared on the question of doctor/pharmacist relationships. The Committee was asked to consider whether any amendments should be made to the Statement, bearing in mind the proliferation of health centres and group practices and the increasing number of cases in which exemptions had been made by the Ethics Committee and the Council during the past year.

It was argued in the Committee that a pharmacist could be under considerable pressure if he was the tenant of a doctor, and the question of commercial confidences was considered. It was noted that the Committee had, in considering cases on their merit, always taken into account whether any other pharmacy or pharmacist in the area would be adversely affected. It was also noted that health centres conducted by area health authorities had always been considered exempt from the provisions of Paragraph 15; there was no particular difficulty in such cases because of guidelines published by Department of Health.

Permanent exemption

After long discussion, it was recommended that Paragraph 15 be retained, but that a permanent exemption be written into the statement in relation to health centres owned by area health authorities. All other cases would be dealt with by the Ethics Committee on their individual merit. The recommendation was accepted by the Council.

Sixty-five pharmacists on the British Register had emigrated in the past 10 months, the secretary and registrar reported. Of that total, 18 had gone to Canada, nine to Australia, eight to New Zealand, seven to South Africa, seven

to New Guinea, five to the Channel Islands two to Hong Kong, two to Northern Ireland, two to Eire, and one each to Singapore, Kenya, Liberia, Israel and California.

The secretary pointed out that the number of immigrant pharmacists granted registration in Britain under reciprocal agreements with Commonwealth bodies had been at peak 10 years ago, but various controls on immigration had led to a considerable reduction in the figures. Recent figures were: 1977, 109; 1978, 113; 1979, 112.

Refugee pharmacists

Over the past few months several refugee pharmacists had arrived in Britain from Vietnam, he continued, and more might arrive from Hong Kong. There was some doubt about number, but the total might be about 12. The aim would be to absorb those unfortunate people into British life. The situation had been discussed recently with Brigadier M. Harbottle, who was co-ordinator of education planning of the British Council for Aid to Refugees, and his colleague, Dr R. Astley-Cooper. Ultimately the refugees would come before the Society's adjudicating committee. The secretary said that he had written to Monsieur George Viala of L'Ordre National des Pharmaciens, asking what France was doing to help the refugees it had received.

In considering the approval of establishments for preregistration experience the Education Committee recommended, and the Council agreed, that persons wishing to have an establishment approved would not normally have their applications considered if current editions of the required reference books were not available at the pharmacy at the time of the application.

The Education Committee considered the question of possible extensions to the preregistration year should the need arise because of illness or jury service. The Committee was reminded that Boots had now introduced a one year contract for the preregistration year and that in hospital pharmacy, because of financial restrictions, it was now normally impossible to extend a 12 month period of experience if the graduate was not to be employed after registration. The Committee took the view that individual situations should continue to be judged on their own merit by the secretary who would seek the Committee's advice if needed.

The Education Committee received a request from Dr Norman Westwood for

the Pharmaceutical Society to sponsor, either wholly or in part, his attendance at the International Congress on Pharmaceutical Education being held in Boston, Massachusetts. Dr Westwood is to deliver a paper at the congress on Leicester Polytechnic's distance teaching course. Dr Westwood pointed out that the Society's support for and interest in continuing education would be brought to international attention. Because of financial stringencies, Leicester Polytechnic had been unable to give financial support. Council agreed that a grant of £300 should be made.

At the December Council meeting, an Education Committee recommendation that all known and relevant criminal convictions and all public decisions by academic disciplinary committees should be reported to the Society by heads of schools of pharmacies had been referred back to the Committee by the Council. The recommendation, which had been agreed with the schools, had related to the reporting of all known and relevant convictions and hearing, which met the point made during December's Council debate that heads of schools should have discretion in the reporting of offences.

The Committee noted that the Society was represented at a growing number of hearings in which pharmacists were concerned. It was considered that a professional body had a responsibility to its members to take the steps which the Committee had previously proposed providing that any record made would be removed from the student's file if there was no conviction. The Education Committee therefore restated its previous view, and recommended that the agreement that heads of schools should report to the Society all known and relevant criminal convictions and all public decisions by academic disciplinary committees be confirmed.

No statutory obligation

During the Council meeting Council, Mr W. M. Darling pointed out that there was no statutory obligation on the police to report to the Society the conviction of a pharmacist. That had been requested, but rejected. He accepted that the Society was informed of some convictions, but said that it would be interesting to know how the Society obtained information that a pharmacist had been charged.

Dr T. G. Booth said that the Society had no knowledge of a student before he registered for preregistration training. It had been asked why British students were not registered with the Society immediately they started their course. If that were the case, there would be much better control than was suggested in the Committee minute.

Mr Appelbe, head of the Society's law department, said that it was relevant to know of the convictions of students because it could preclude them ever being registered. It was to the student's advantage that the Society should

know as soon as possible of any convictions he might have, in order to give him the chance to know what might happen when he came to apply for registration. The act provided that anyone applying for registration who had a criminal conviction could be prevented by the Statutory Committee from being registered at all. Mr Appelbe added that probably in 90 per cent of cases the Society knew when a pharmacist was about to appear before a Court. The Committee's recommendation was adopted by the Council.

The Education Committee recommended, and the Council agreed, the annual grant available to schools of pharmacy for careers activities should be increased to up to £100.

The Society had received a cheque for £1,000 from the organisers of the exhibition at the 1979 British Pharmaceutical Conference, in Exeter, it was reported to the Organisation Committee. The organisers had also submitted an analysis of the exhibition costs and income. The money would be taken into the general fund of the Society's account.

Undergraduate projects

Replies were still being received from agricultural and veterinary pharmacists prepared to co-operate in undergraduate projects or employ students during the vacation, or prepared to offer pre-registration training in approved premises, it was reported to the Agricultural and Veterinary Pharmacists Group Committee. Council agreed that, after a suitable interval to allow for further replies, details of the response should be circulated to all schools of pharmacy.

The Hospital Pharmacists Group Committee is discussing problems associated with continuous injection aids, which had been identified by Mr J. A. Myers, chief administrative pharmaceutical officer, Lothian Health Board. Council agreed that investigations should be made.

Council agreed that the 1980-81 annual premium for the Society's professional indemnity insurance scheme should be fixed at £18, based on an increased maximum cover of £150,000.

Recent articles in *The Scotsman* and the *Daily Telegraph*, suggesting that the British Medical Association was considering charging patients for services under certain circumstances and perhaps making supplies of medicinal products, had been investigated, it was reported to the Practice Committee. The Society has been assured that it was not the BMA's intention for doctors to be any more involved in supplying drugs than they were at present. The BMA wanted the doctor to be able to charge for the issue of private prescriptions which could then be dispensed in a pharmacy or products that doctors could not supply on NHS prescriptions even if the patient was an NHS patient, for example, products a patient might wish to take abroad to deal with possible illness. The BMA appreciated that the Society would be concerned if doctors were to extend their role in supplying medicinal pro-

ducts but felt that the proposals could only be of benefit to pharmacy.

The Society had been unsuccessful in its request to the Department of Health that all pharmacists should receive free copies of the *Prescribers Journal* under the same terms as general practitioners, it was reported to the Practice Committee. The Department had indicated that it could not justify the increase in the cost to public funds which would result from such distribution, when the journal was orientated towards the particular interest and role of the prescriber. *Prescribers Journal* could be purchased in bulk at £1 per copy instead of £1.35 per copy but it was agreed that no further action should be taken.

The Society is planning a meeting with representatives of the Guild of Hospital Pharmacists and the PSNC to discuss the possible involvement of general practice pharmacists on a part time consultancy basis in small community hospitals,

where it may be uneconomic for a pharmacist from the managed service to attend.

The Law Committee received a letter from the superintendent of a multiple pharmacy company concerning problems encountered at his company's pharmacies when patients presented private prescriptions for Prescription Only Medicines that had already been part-dispensed by other pharmacists. The Committee noted that when a POM prescription was not dispensed in full, then the pharmacist should retain the prescription and tell the patient why.

Council is to restate its concern at the inclusion of phenobarbitone in proposals for the control of barbiturates under the Misuse of Drugs Act 1971. The Law Committee was informed that many other organisations had expressed opposition to the intended extension of Schedule 2 of the Act to cover all bar-

Continued on p.444

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Continued from p443

biturates, including phenobarbitone. After detailed discussion Council agreed its previous view on the subject should be restated.

The views had been formulated at the November meeting. Council felt that the question of the cost of enforcing control should not be a guiding light as to whether legislation covered all barbiturates rather than only the five shorter-acting barbiturates liable to abuse. Phenobarbitone should only be controlled if an abuse problem were identified; any greater control should be because of potential misuse rather than because of any cost factor or difficulty in analysis. Council felt that controlling phenobarbitone would cause difficulties for persons using the drug legitimately, for example, in epilepsy. It was also concerned about the power of "stop and search", since an epileptic under stress as a result of being found in possession of a preparation containing phenobarbitone could be precipitated into an epileptic fit. In addition, any control over phenobarbitone would effectively remove it from the list of preparations permitted to be supplied to epileptics in any emergency under the Medicines (Prescription) Only Order 1977, as amended.

The secretary reported that Mrs Jill Gilbert was resigning from the Council, as from March 5, because she was moving to the United States.

Script statistics

The Prescription Pricing Authority have now published their report for the year April 1, 1978 to March 31, 1979.

Details are given of the number of prescriptions, the total cost and the average cost per prescription for each month. The yearly totals are also given for previous years back to 1968-69.

The number of prescriptions dispensed by chemists, appliance contractors and drug stores in England during 1978-79 was 307,944,565, according to the report, at a cost of £681,707,712. The average cost per prescription was £2.21. Drug Tariff dispensing doctors issued 16,613,545 prescriptions in 1978-79 at a total cost of £38,436,347 with an average cost of £2.31 per prescription.

The report also shows the numbers and costs of prescriptions dispensed by chemists, appliance contractors and drug stores for each Family Practitioner Committee.

Prescriptions ordering oxygen cylinders and equipment throughout the year totalled 244,734 at a cost of £3,046,254.

A summary of the aims of the experimental computer project is given. The computer trials on methods of data capture (*C&D* February 23) will not confirm the practicability of computerisation until late 1980. The PPA chairman (Mr G. M. Dinsley) states that if the trials are conclusive a system based on the

present demands of the authority would not be fully operative for four to five years. *Report for April 1, 1978 to March 31, 1979, Prescription Pricing Authority, 152, Pilgrim Street, Newcastle upon Tyne.*

Historical weekend

The British Society for the History of Pharmacy is holding its weekend conference in the University of Bradford, March 28-30.

The programme begins with dinner (sponsored by Winthrop) at 6.30pm on March 28, followed by a lecture "Historical architecture in Bradford" by Mr J. H. Ayers. Saturday morning topics are "The Pharmaceutical Society's collection of crude drugs and herbaria" by Dr W. E. Court, a visit to the museum, "The manolin industry in Bradford", and the annual meeting. There is a visit to East Riddlesden Hall and an evening buffet (sponsored by Sandoz).

Sunday morning is devoted to Yorkshire with Mr A. Wright (former Editor and director of *C&D*) on "Some Yorkshire proprietaries", Dr S. Anning on "Some Yorkshire apothecaries", a "Place names in Yorkshire" by Mr Hindley.

The full residential weekend price is £30; day tickets for conference sessions cost £5.50. Applications to the Secretary, British Society for the History of Pharmacy, 36 York Place, Edinburgh.



Look at him now. Isn't he beautiful? Yet five minutes ago I could have quite happily throttled him. Why oh why does teething pain always seem to strike at three in the morning?

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Service means more than discount

Those who have long believed that Unichem are inevitably doomed because they are solely motivated by a quintessential distillate of the retail pharmacist's besetting sin of myopic self interest will have had their belief confirmed by their latest snide innuendos concerning those wholesalers who also own retail pharmacies.

Customers of Rowlands of Wrexham will not need to be told that this altogether excellent firm is so good precisely *because* they own retail pharmacies and thus have the closest possible knowledge of our problems. For those not in the know a small and by no means isolated example may suffice.

A short while ago a lady came in on Saturday morning with a script for urostomy pouches and flanges for her ten-year-old son. The pouches I had in stock, but not the flanges, for her son normally only needs these at fairly long intervals. On this occasion, however, her son had come home unexpectedly from his residential school and she urgently needed the flanges that morning. Rowland's "ethicals" manager personally delivered them to her at an agreed meeting place in Betws y Coed later that morning. (For those who live South of the Watford eskimo I should perhaps explain that the distance from my pharmacy to Wrexham is about the same as the distance from Oxford Street to Brighton, but the road is a little more rugged.)

What's a few pounds?

Service such as this, far beyond the call of duty and profits, must outweigh any short-term considerations of a few percentage points of discount which is in any case going to be clawed back by the Bandersnatch who lives with the white elephant in the castle south of the Thames. Couple it with the best almost 100 per cent stock position and computer system in practical use, and a flexible attitude towards returned goods and you have the reasons why forward-thinking pharmacists put their trust in Rowlands despite the loss of a few miserable pounds.

Surely no-one is so naive as to believe that any discount clawed back from vertically-integrated groups will be shared out among the deserving poor, and if one accepts that there can be no financial benefit by this route then the only reason for not dealing with Rowlands can be green-eyed envy, pure and simple. Unichem are thus appealing to the basest elements in human nature, but there is a certain consistency in this. Resale price maintenance is the very foundation of such prosperity as we know, a voluntary renunciation of short-term gain for the good of all. It is Unichem who, by

basing their entire business on the short-term appeal of the fast buck, have undermined the financial stability of the whole of general practice pharmacy. We all know that if they stopped discounting tomorrow the other wholesalers would follow within a week and the Department of Health would be deprived of excuses for not implementing the Franks report in full. The gain would be far greater than any possible gain from a continuation of discounting.

If Unichem truly have the interests of retail pharmacy at heart, and provided they have sufficient faith in the soundness of their present business, they would stop discounting and work out non-monetary ways of supporting their customers' business. They could make available their computer systems without cost; they could take back surplus goods without question; they could offer the service of sorting scripts—there are a thousand-and-one ways in which they could provide real assistance which could not be costed against the NHS contract and yet would ensure the continued viability of their members.

I cannot bring myself to believe that the only service which retail pharmacists want of their wholesaler is a few percentage points of cash discount. The real question is: Have the directors of Unichem the guts to try something different?

R. Gartside

Llanberis, Gwynedd

Cosmetics policies

We were most interested to read the comments of Mr Caplan in your Open Shop feature (March 1), but we would question whether he has confused Cachet with another fragrance brand.

We apply a strict control on promotional packs for Cachet and in 1979 there were a total of only four promotional activities. The ex-factory dozens for these promotional lines were restricted to 60 per cent of the previous year's dozens, in line with our policy to stimulate growth through our staple product sale. The effect of this policy is reflected in the 45 per cent unit increase in staple sales 1979 vs 1978. Excluding Christmas packs, staple sales account for 68 per cent of the brand's annual business.

As a company we are of the firm conviction that national promotional activity should create an opportunity to reach a wider public, avoiding "steal" from staple sales, therefore quantities per promotion are restricted to achieve 100 per cent sell-through within four weeks. We also believe that our investment behind these consumer orientated promotions is more beneficial to the chemist sector than money spent on in-store beauty consultants and special tailor-made promotional activities which are usually restricted for basic economic reasons to a limited number of major department store groups.

We are most disturbed to learn that Mr Caplan has not apparently reaped the benefits from Cachet's proven

strategy, especially as the brand is positioned so clearly in the chemist sector and continuously supported by exceptionally heavy advertising investment.

If Mr Caplan—or any other chemist—is experiencing specific problems on Cachet then our territory sales managers are readily available to offer help and assistance.

Brian D. Green

General manager

Prince Matchabelli

As we are one of the companies that Mr Caplan has kind words for, it makes it easier to write this letter. There are one or two points that I would nevertheless like to emphasise.

Bronnley have always had a marketing policy in which we endeavour to distribute our products through the chemist trade and high-class department stores. We have adhered to this for many years now and I believe it to be one of the main reasons why we are still doing prosperous business.

Although many famous manufacturers have ceased showing their lines at the Christmas showrooms throughout the UK, we continue to do so. This gives us the opportunity to talk with many of our customers in a more relaxed and friendly atmosphere, without prescriptions and telephones continually taking up a chemist's time. Our directors have made it their policy to be available for at least a day or two at every showroom, so keeping in contact with all our agencies, however large, however small. Our area managers usually stay with us a good while, thus building up trust and confidence between our sales staff and our customers.

D. I. C. Elliott

Director, H. Bronnley & Co Ltd

Small print

At my invitation a representative from Plough UK Ltd visited me to talk about the 1980 terms for his company's suntan product Coppertone. I must say he seemed quite surprised when, on seeing the small print on the 20p voucher, I decided against having any stock at all.

It simply amazes me that independent chemists persist in promoting goods from manufacturers who are actively persuading potential customers to "cash the voucher at stockists Boots and Woolworths".

If these companies, and for that matter the DHSS, can so obviously get away with it, who can blame them? I suppose they will carry on to the very last—at least, until the number of non-multiple chemists is so small that they will not even have to interfere with their plans at all.

Gullible

□ The average net cost of prescriptions dispensed by chemists and appliance suppliers in Scotland during November 1979 was £2.59. The total number of prescriptions was 2,966,000.

Pakex 80 preview

Pakex 80 is assured of being more than double the size of the last exhibition held three years ago at the National Exhibition Centre, according to the organisers, and overseas participation at Pakex is particularly strong.

Pakex is sponsored by The Institute of Packaging, the British Packaging Machinery Manufacturers Association and the Committee of European Manufacturers of Food Machinery—Pakex 80, National Exhibition Centre, Birmingham. March 17-21.

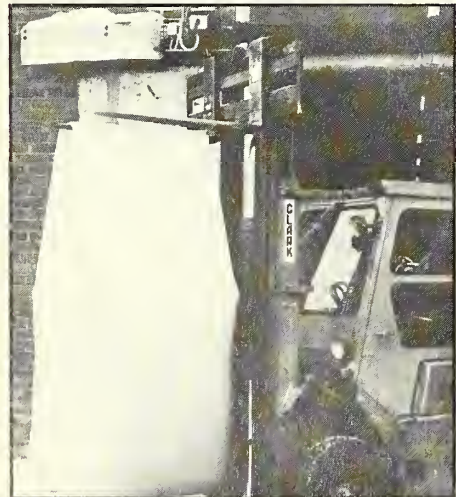
The following are a selection of exhibitors who supplied information to *C&D*. **A/S Rolles Fabriker**, Praestevaenget 32 DK 6600, Vejen. Non-laminated polythene packaging products, plus new wicket bags in thinner sheeting but with "greater carrying strength".



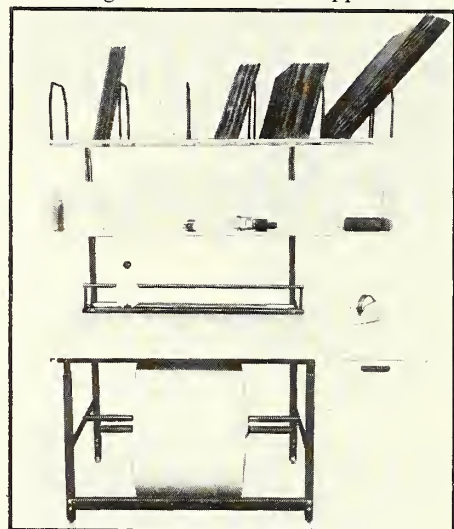
Bags for packing hygiene articles and sheeting for food packages from Rolles

PO Technical Mouldings Ltd, Rotation House, 20 Mayday Road, Thornton Heath, Surrey. Containers for all types of products both in storage and handling, plus marketing of Rosenlow flexible intermediate bulk containers.

A Rosenlow flexible container



Packaging Aids Ltd, 756 High Road, Goodmayes, Ilford, Essex. New self-contained packing station, the GBI, will be launched—"designed specially to cater for British markets." **Power Adhesives Ltd** (address as above) have a new range—Aro—of bulk applicators.



The GBI Packing station

Newman Labelling Machines Ltd, Queens Road, Barnet. New wet gum labelling machine, plus recently launched ampoule and vial labeller—Model 3VA. **Plastic Products Ltd**, Whitecliff House, 852 Brighton Road, Purley, Surrey CR2 2UY. A new extruded embossed polypropylene sheet—Prikplak. The product may be cut, perforated and/or creased in one operation on standard platten press equipment.

Boxwrap Ltd, Westfield Road, Industrial Estate, Southam, Leamington Spa, Warwickshire, CV33 0JH. Latest models in SN range of high speed machines designed to pack sachets and similar products.

Metal Closures Group Ltd, PO Box 32, Bromford Lane, West Bromwich, West Midlands B70 7HY. Wide range of packaging products will be shown both graphically and physically.

Ilapak Ltd, Chalfont House, Silverdale Road, Hayes, Middlesex. Range of vertical sachet formers and the new 502 vacuum former, for rigid blister packs. **Cornwall Products Packaging Ltd**, 57 Mortimer Street, London W1N 8QN. New high speed soap tablet wrapping machine, capable of wrapping at speeds of 300 a minute.

Autopak Ltd, PO Box 2, Malvern, Worcs, WR14 1DB. New microprocessor based control systems for their range of precision filling and weighing equipment, plus launch of container handling system aimed at the middle speed range for weighing and filling.

MTE Ltd (Hird-Brown division) St Mark's Street, Bolton, Lancs, BL3 6DF. New products are two panel mounting electronic totalising counters with "easy read" digits, batch setting rocker switches, battery standby, LED indication and multiple input/output options.

Marden-Edwards & Co. Ferndown Industrial Estate, Wimbourne, Dorset, BH21 7PD. New system for overwrap-

ping rectangular products—KAP 10 will overwrap in a variety of paper using PVA type adhesives. Also a PSB stretch bender.

Precision Packaging Machinery Ltd, Harwich, Essex, CO12 4LP. Two features of fully automatic roll feed adhesive labelling machines will be demonstrated—new label web table hot foil overprinter.

Collico Ltd, London Scottish House, London Road, Barking, Essex IG11 8LP. Range of collapsible plywood and aluminium cases, plus stack/nest plate and fibre boxes available on hire.

Avery Label Systems Ltd, Garden Road, Maidenhead, Berks. Range of labelling machinery including new fully automatic 6000 MMF front and back labeller.

Sartorius Instruments Ltd, 18 Avenue Road, Belmont, Surrey. Specially developed balances and systems for operation of the EEC "average system".

VJ Export, Ostergade 1, DK 6950 Risskov, Denmark. Packomatic blister packing machines. Single and multi person operation models available.

Allen Coding Machines, 37 Oxley Road, Herts. ALF 4HF. Two new fully automatic coding machines—one for labels and one for cartons.

Cole Equipment Ltd, Church Road, Croydon, Surrey. Leuze range of photo detection switches for packaging machines and lines, plus micro-processor controlled missing bottle detection equipment.

Samuel Jones & Co Ltd, Butterfly House, St Neots, Huntingdon, Cambridgeshire. Comprehensive range of adhesive products will be displayed and demonstrated in printing conversion and application.



The "Rip Cap" from Interever International

Interever International Ltd, 30 Westminster Palace Gardens, Artillery Road, London SW1P 1RR. Agent for Rip Cap bottle closure, "suitable for a wide range of packaging conditions".

IMI Norgren Ltd, Shipston-on-Stratford, Warwickshire, CV36 4PX. Wide range of pneumatic products, plus new instrument filter-regulator designed specifically for critical pneumatic instrumentation.

1978 Statistics show more dispensing doctors

The number of dispensing doctors in England increased by 56 in 1977 to 2,621. In the same year the number of pharmacies in contract with Family Practitioner Committees decreased by 123 to 8,843. These figures are reported in the "Health and personal social services statistics for England 1978" (HM Stationery Office, £8.50), published last week.

Drug stores and appliance contractors in contract with FPCs also decreased in number; the former fell from 33 in 1976 to 26 in 1977 and the latter from 879 to 804.

The number of prescriptions dispensed by chemists and appliance contractors was 295,656,000 in England in 1977. The net ingredient cost was £434.4m, an increase of £91.1m on 1976. Prescriptions for proprietaries accounted for 82.3 per cent of the total and 91 per cent of the net ingredient cost.

Drugs for the cardiovascular system and diuretics cost the NHS the most, £95.8m, a rise of £25.9m from 1975. The number of prescriptions for this group of drugs rose by 2.9 million. Prescriptions for drugs acting on the central nervous system were the largest group, 4.6 million and the cost rose from £59.1m in 1976 to £75.2m. This included

a rise of £4.2m in the cost of sedatives and tranquillisers, although the number of prescriptions for these dropped slightly.

The most expensive group of drugs was that for the treatment of malignant diseases—the average net ingredient cost per prescription was £8.46. The average net ingredient cost for all groups of drugs was £1.47.

There was an increase in the number of service cases involving the pharmaceutical services to 58 (52 in 1976). A breach of contract was found in 52 cases and decisions to withhold remuneration were taken in 13 cases; in one of these an amount of £250 and over was withheld, in one £100 to £249 was withheld and under £100 was withheld in the others.

The cost of national health and personal social services was £7,361m in 1977-76 compared with £6,441 in 1975-76, of which £581m was accounted for by the pharmaceutical service, 7.9 per cent of the total.

Health centre news

South East Thames RHA is seeking approval for a health centre at Wrotesley Road, SE18.

'Trust the Press', says Society's PRO

"Trust the media people, whether they are reporting for Press, radio or television. They are honest people, trying very hard to do a worthwhile job of representing the facts to a news hungry world".

This advice was given by Mr Philip Paul, the Pharmaceutical Society's director of public relations and an ex-Fleet Street journalist, when he addressed the Society's Dorset Branch recently. Guests included representatives of the medical, dental, legal, banking and other professions.

"Pharmacists inevitably are their own public relations officers in the image they present to the public in their pharmacies", he continued, "and very often they underestimate the high esteem in which they are held by their customers and patients".

"When did you last hear a spiteful or cynical joke about a pharmacist?" he asked. "Not very often compared with the majority of professions who consider themselves highly regarded by the general public. Probably the pharmacist's greatest weakness is that he fails to communicate sufficiently well, but the Pharmaceutical Society has in preparation some leaflets aimed at improving the situation." The leaflets will be sent to the media, various local bodies and women's organisations.

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COMPANY NEWS

German costs rise

Labour costs in the West German chemicals and textiles industries rose significantly last year, compared with most other major industrial countries, according to a report in the *Financial Times* this week.

West German chemical companies are apparently claiming that their labour costs in 1979 were 27.9 per cent higher than those in the US—hourly costs totalled \$13.20 against \$10.32 in the US.

Despite its labour costs the West German chemical industry still succeeded in raising its overall exports—by 20 per cent to DM 44bn last year. But exports to the US rose only 6 per cent in the first 11 months of 1979 against an 18.2 per cent rise in chemicals from the US.

Revlon perform well

Revlon have again turned in record results. Net earnings for 1979 increased by 18.1 per cent in 1978, to \$152.69. Sales were up 18.6 per cent to \$1.72bn with ethical pharmaceuticals, proprietary products, biologicals, laboratories and opticals performing particularly well in

the health care group. Revlon International again reported sales advances in excess of the company's domestic beauty business.

The company have also recently announced the acquisition of Continuous Curve Contact Lenses, a Californian company, as part of their diversification programme into medical appliances.

Bright prospects

The next couple of years should be profitable for UK pharmaceutical companies if the predictions of Jordans survey, The British Pharmaceuticals Industry (£85), come true.

Considering the near future the survey concludes that UK pharmaceutical companies should be looking forward to an expansion of profits and sales—"compared to the stagnation of the recent past"—and in the longer term new products are expected to "help accelerate this trend".

Factors which have depressed the industry in 1979 are said to be the strength of sterling and "unusually low levels of demand for drugs, particularly in the domestic market". Political problems in countries like Iran and Nigeria are said to have cut demand overseas.

The survey looks at 232 companies, 50

of the most important being covered in greater depth. It is available from Jordan & Sons (Surveys) Ltd, Jordan House, 47 Brunswick Place, London N1 6EE.

Hoya in Wales

A £1.8 million manufacturing unit is planned by Hoya (UK) Ltd, Japanese camera, spectacles and binoculars lens maker, to open at Wrexham in August.

The seventh Japanese company to manufacture in Wales, it is understood that Hoya plans to deal with 300 prescriptions a day, increasing to 1,000. Jobs are expected to be created for 50 to 60 people, increasing to 100 in three years.

European loans will aid small firms

Mr David Mitchell, the Minister with special responsibility for small firms, has urged small manufacturers in assisted areas to consider the advantages of long-term loans at 11 per cent from the European Investment Bank.

Speaking after signing the £20 million loan agreement with the Bank, in Luxembourg, he said: "Loans are available for investment in new projects costing £34,000 or more, of which half the cost can now be available as seven-year loan money at 11 per cent, plus a small premium for exchange risk cover. Many smallish to medium-sized businesses will find this an attractive proposition, giving them preferential access to long-term money at rates which are very favourable at the present time."

Under the agreement, which covers loans to smaller firms in private manufacturing industry, the Government acts as the Bank's agent for loans of between £17,000 and £2.5 million to smaller companies in the assisted areas and in Northern Ireland.

The closing date for applications under the new facility will be December 31, 1980, but in view of the interest which is likely to be aroused, applicants are advised to come forward quickly.

The Government provides a guarantee against the exchange risk on agency loans through Section 7 of the Industry Act 1972. Following a ministerial review last year, this scheme was recently extended until the end of 1981. Projects creating or safeguarding jobs in the assisted areas or Northern Ireland are eligible for consideration under both the agency scheme and the exchange risk guarantee scheme.

The Government have made exchange risk guarantee available on £200 million of loans for the ECSC and the EIB. Of this £200 million, £60 million is specially earmarked for the smaller firm.

Briefly

Syntex Corporation's sales for the second quarter to January 31 were \$141.1m, a 22 per cent increase over the same period last year. Net income for the period was \$19.4m, up 19 per cent. The most im-

Continued on p451

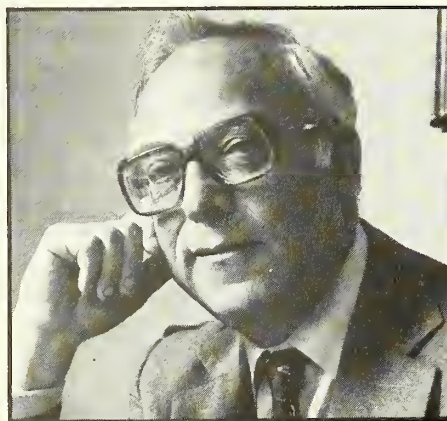
Chemical industry must have more gas

Britain's £15,000 million chemical industry, including fertilisers, plastics, synthetic fibres, medicines and paints, needs more North Sea Gas than British Gas can supply or may be able to supply in the future. Leaders of the industry, led by Mr Eric Sharp, president of the Chemical Industries Association (CIA), have now had discussions with the Secretary of State for Energy, Mr David Howell, his ministerial colleagues in the Departments of Energy and Industry, and their senior advisers, on new proposals as set out in a detailed CIA study paper, for solving industry's gas supply problems.

The Secretary of State expressed particular interest in the CIA's proposals concerning the use of so far untapped gas fields in the North Sea and their link to a new, independent distribution system for industrial users in certain highly concentrated areas, such as the midlands, the north-east, north-west and central Scotland. Such an independent system has already been developed in the Netherlands to serve 50 per cent of larger industrial demand.

It was agreed that the next step will be to provide the Government with more detailed indications of the potential scope and practicability of such a scheme. Further consultations will follow these studies.

CIA sought firmer assurances regarding the four annual supply increases of 100 million therms per annum which British Gas have told the Secretary of State, would become available to industry. As the biggest industrial customer for gas, CIA expressed



Eric Sharp, president CIA

the hope that chemical companies, being the major contributors to the UK balance of payments, as well as major investors, should thus find it possible to obtain new gas supplies in the short-term as a result of this increased availability.

On comparative prices to other European chemical industries, it was noted that the different approach to timing and extent of oil-related price increases could have led to unfavourable differentials between prices paid for renewed contracts for fuel use by UK industry and those paid by competitors on the continent.

CIA emphasised that the cost disadvantage to the chemical industry—probably about £50 million a year—while not large in relation to annual turnover was nevertheless significant in relation to investment and competitive performance.

APPOINTMENTS



Colin Thwaite

Sterling Winthrop Group Ltd: Mr Colin Thwaite has been elected to the board. He has executive responsibility for the consumer businesses of the group—Sterling Health, Winthrop Pharmaceuticals and Sterling Roncraft. Mr Thwaite joined the company in 1963 and worked for six years in research and development. He transferred to the group's proprietary medicines division, Sterling Health, in 1969, becoming marketing director in 1973 and managing director in 1978.

Unilever Ltd: have appointed Mr Barry Boots manager of the west country branch, at Marsh Barton Industrial Estate, Exeter, Devon. Mr Boots, who takes over the managership of the branch following the retirement of Mr Tim Iveson, joined the company in 1976 as a stock controller at its Kingston-upon-Thames branch. He became assistant manager of the branch in 1977 and was promoted to Branch manager in March 1978.

Moët-Hennessy: Mr Patrick Forbes has been appointed regional co-ordinator responsible for the group's UK subsidiaries. Mr Forbes is vice-chairman and managing director of Moët & Chandon (London) Ltd and vice-chairman of Parfums Christian Dior (UK) Ltd and Laboratories Roc (UK) Ltd and three group companies in the UK. He will be assisted in this new position by Mr Michael Halliden, FCA, a director and secretary of the three companies.

Jeyes Ltd: Mr Bernard Lambe has been appointed sales planning manager.

Beecham Group Ltd: Mr Peter Lipscombe has been appointed to the new post of general manager, Proprietary Medicines. One of his areas of responsibility will be the overall co-ordination of sales, marketing and production as well as the development of new business opportunities. Mr Lipscombe was for-

merly manager of products in France with responsibility for toiletries, glues and proprietary medicines. Prior to that he was marketing director for toiletries in the UK.

E Merck Ltd: Mr Richard Wilkinson has been appointed marketing director. Mr Wilkinson was previously marketing manager with William R Warner.

WESTMINSTER REPORT

Abused drugs

In reply to a question in the Commons last week, Dr Gerard Vaughan, Minister for Health, said that the number of addictive drugs is constantly changing, but there are currently about 30 physically addictive drugs, used in many more different preparations, all of which, with the possible exception of cocaine, have pronounced withdrawal symptoms. "In addition, there are at least 17 psychologically addictive drugs which, either alone or in preparations, are abused on a fairly wide scale, and a number of others in therapeutic use which are abused to some extent. Although reactions can vary widely, in general, these drugs do not have severe withdrawal symptoms."

Generics study?

The Secretary for Social Services was asked in the Commons this week if he will set up a working party into the desirability of extending the practice of generic prescribing by medical practitioners and if he will consider publishing the amount major drug producing firms set aside for research and development and sales and promotion respectively.

Dr Gerard Vaughan, Minister for Health, replied that the expenditure of individual pharmaceutical companies is confidential between the Department and the company concerned and could not be divulged.

Total research and development expenditure by pharmaceutical companies included in the cost of medicines sold in the UK, for 1978, was £81.8m (12 per cent of sales). Sales promotion expenditure was £78m.

Briefly

Continued from p450

Important contributions to sales growth came from human pharmaceuticals, dental products and diagnostic assay systems. Sales of naproxen led to increase in human pharmaceutical sales, achieving worldwide sales of \$42.1m.

Gillette have attributed a slight fall in pre-tax earnings for the fourth quarter to high interest costs and foreign exchange losses. An increase in income for the whole of 1979 has been largely due to a lower effective tax rate—net profit for 1979 was \$110.62m against \$94.56m in 1978. Sales rose to \$1.98bn (\$1.71bn).

Chering Chemicals Ltd have reached an agreement to buy Prebbles Medical Ltd, a supplier of products to hospitals.

BP Chemicals Ltd have applied for plan-

ning permission to build a hydrocarbon recovery plant at their Hull site. This is an attempt to save on naphtha, which has recently increased in price dramatically. Prices have now begun to fall back somewhat, but the increase over the past 18 months has been over 100 per cent.

Ciba-Geigy group have recently blamed lower profit margins for 1979—down SFr 33m to SFr327m—partly on their "inability" to raise prices as fast as fixed costs and other expenses are increasing. Despite the profit squeeze sales were up 11 per cent to SFr9891m.

Hoechst AG boosted sales in 1979 by 11.1 per cent, to DM 26.8bn, largely due to the rising world demand for chemicals. Pre-tax profits rose to DM 907m—up 27.5 per cent and the company say they are optimistic for 1980 despite uncertainties. Group results have not yet been announced.

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MARKET NEWS

In the doldrums

London, March 12: Trading in all sectors of the market was in the doldrums during the past week.

Among essential oils petitgrain provided a talking point with the spot price rising to £9.25 kg from £7.75 in the absence of shipment offers. Patchouli and anise were each marked up by 25p kg. Severe wintry weather in Florida may have affected the citrus fruit crop. So far the orange oil price has not been affected.

In aromatic seeds Indian cummin was sharply reduced by £50 metric ton for shipment.

Sterling lost about 4 cents against the US dollar and caused most of the botanicals to rise including the balsams, cascara, cherry bark, henbane, senega and witchazel leaves. Indian valerian root was the only item quoted lower. The exchange rates had no apparent impact on the essential oil prices.

Pharmaceutical chemicals

Acetic acid: 4-ton lots, per metric ton delivered—glacial BPC £399; 99.5 per cent £382; 80 per cent grade pure £344, technical £323.
Adrenaline: (per g) 1 kg lots base £0.30; acid tartrate £0.25.
Alolin: micro-crystalline £28.65 kg in 50-kg lots.
Aluminium chloride: Pure crystals in 50-kg lots £1.353 kg.
Ammonium acetate: BPC 1949 crystals £0.7378 kg in 50 kg lots; strong solution BPC 1953 £0.243 kg in 250-kg lots.
Ammonium bicarbonate: BPC £208.96 metric ton, ex-works, in 50-kg bags.
Ammonium chloride: Pure in 50-kg lots £0.2344 kg for powder.
Ammonium tartrate: Commercial £2.95 kg in 50-kg lots.
Atropine: (Per kg in 1/2-kg lots) Alkaloid £200.50; menthionitrate £179; sulphate £169.90.
Benzocaine: BP in 50-kg lots, £6.08 kg.
Bromides: Crystals £ per metric ton.

	Under 50-kg	250-kg	1,000-kg
Ammonium	926	886	856
Potassium crystals	895	855	825
Sodium	926	886	856

Calcium ascorbate: £7.28 kg in 5-kg pack.
Calcium carbonate: Light precipitated BP £175 metric ton delivered.
Calcium chloride: BP anhydrous 96/98% £1.13 kg in 50-kg lots of powder; granular £1.15 hexahydrate crystals BP 1968 £0.87.
Calcium gluconate: £1.960 per metric ton.
Calcium lactate: 100-kg lots £1.37 kg.
Calcium pantothenate: £10.61 kg in 25-kg lots.
Carbon tetrachloride: BP 5-ton lots in 290-kg drums, £265 per metric ton.
Chloroform: BP £490 to £520 per metric ton according to drum size; 2-litre bottles £2.90 each; 10x500-ml bottles £1.25 each.
Cinchocaine: Base (500-g lots) £92.70 kg; hydrochloride £89.10.
Cocaine: Alkaloid £700.50 kg; hydrochloride £618 for over 3-kg lots.
Ergometrine maleate: £6.35 in 50-kg lots.
Ergotamine tartrate: £4.25g in 50-g lots.
Ether: Anaesthetic; BP 2-litre bottle £3.60 each; one-metric ton lots in drums from £1.75 in 18-kg drums to £1.65 kg in 130-kg. Solvent, BP in 130-kg drums, £1.190.
Glucose: (Per metric ton in 10-ton lots)—monohydrate £260; anhydrous £550; liquid 43 Baume £279 (5-drum lots); naked 18-tons £217.
Hyoscine: Hydrobromide £490 kg.
Hyoscynamine: Sulphate, 100-kg lots £267.90 kg.
Hyphosphorous acid: (Per metric ton in 50-kg lots). Pure 50 per cent £454.75; BPC (30 per cent) £326.71.
Iodine: Resublimed £7.15 kg in 250-kg lots.
Iodolorm: USNF £15 kg in 50-kg lots.
Iododes: (kg) **Ammonium** £11.40 (50-kg lots); **potassium** £5.90 (250 kg); **sodium** £8.50 kg (50-kg).
Isoprenaline: Hydrochloride £70 kg; sulphate £65.
Kaolin: BP natural £167.05 per 1,000 kg; light £174.30 ex-works in minimum 10-ton lots.
Lactic acid: BP 88/90% £175 kg in 70 kg drum.
Lignocaine: (25-kg) base £11.74 kg; hydrochloride £11.82.
LOBELINE: Hydrochloride BPC and sulphate £1.60 per g for 100-g lots.
Pilocarpine: Hydrochloride £328 per kg; nitrate £308 kg for 1-kg lots.
Potassium ammonium tartrate: £2.76 kg in 50-kg lots.
Potassium bitartrate: £1.215 per metric ton.
Potassium citrate: Granular £1.112 per metric ton, 5-ton contracts £1,106 ton.

Potassium phosphate: BPC 1949 in 50-kg lots, granular £2.279 kg; powder £1.9928.
Potassium hydroxide: Pellets BP 1963 in 50-kg lots £1.7965 kg; sticks, not offered; technical flakes £0.6965.
Potassium nitrate: Recrystallised £1.07 kg for 50-kg drums.
Potassium phosphate: monobasic BPC 1949, £1.39 kg in 50-kg lots.
Saccharin: BP '73 powder £4.10 kg; crystals £3.50 for 500 kg lots of imported material.
Sodium ascorbate: 100-kg lots £5.51 per kg.
Sodium benzoate: £0.6664 kg 500 kg lots.
Sodium fluoride: in 50-kg lots £2.43 kg.
Sodium gluconate: Technical £756 metric ton.
Sodium sulphite: Crystals £0.1750 kg (500 kg minimum).
Sodium thiosulphate: photo grade £197.35 per metric ton; £184.15 ton in 4-ton lots.
Sorbitol: Powder, £690 metric ton; syrup £315.
Streptomycin sulphate: Sterile £26.50 kg in 250-500 kg lots; oral £24.50.
Talc: BPC sterilised £585 metric ton in 50-kg £351 for 1,000 kg lots.
Tartaric acid: £1.795 per metric ton.
Tetracycline: Hydrochloride £16.50 kg; oxytetracycline £18.50 in 250-500-kg lots.
Zinc acetate: Pure £1.29 kg in 50-kg lots.
Zinc carbonate: Pharmaceutical grade £660 per metric ton.
Zinc chloride: Anhydrous powder £450 metric ton, delivered U.K.

Crude drugs

Balsams: (kg) **Canada:** dealer at £12.55 on the spot; shipment £12.40 cif. **Copaiba:** £3.05 spot; £2.95, cif. **Peru:** £9.80 spot; £9.75, cif. **Tolu:** £6.15.
Benzoin: £214 cwt, cif.
Cascara: £1.155 metric ton spot; £1.090, cif.
Cinnamon: Seychelles bark £480 metric ton spot; £425, cif. Ceylon quills 4 o's £0.831b, featherings £0.161 lb both, cif.
Cherry bark: Spot £1,160 metric ton; shipment £1,165, cif.
Dandelion: Spot £2,040 metric ton spot; £1,970, cif.
Ginger: Cochon £425 metric ton spot shipment £395, cif. Other sources not quoted.
Honey: (per metric ton in 6-cwt drums ex warehouse), Australian light and medium ambers £665-£675; Canadian £800; Mexican £675; Argentinian (white) £760.
Henbane: Niger £1,400 metric ton spot; £1,390, cif.
Hydrastis: Spot £30.75 kg; no cif.
Liquorice root: Chinese £635 metric ton spot; £620, cif. Block juice £1,400 metric ton spot; Spraydried £1,550.

Menthol: (kg) **Brazilian** £5.55 spot; £5.30, cif. **Chinese** £5.15 spot; £4.70, cif.
Nutmeg: (per metric ton fob) Grenada 80's \$2,950 sound unsorted \$2,650 110's \$2,750, bwb defectives \$1,750.
Nux Vomica: No spot or cif, drums ex wharf; Mediterranean origin £1,440.
Podophyllum: Root Chinese £580 metric ton spot; £545, cif.
Sarsaparilla: Jamaican £2,700 metric ton spot; £2,620, cif.
Seeds: (metric ton, cif) **Anise:** China £830 for shipment. **Celery:** Indian £440. **Coriander:** Moroccan £210. **Cumin:** Indian £715. **Fennel:** Indian £475. **Fenugreek:** Moroccan £280, Indian £235.
Senega: Canadian £9.80 kg spot; £8.90, cif.
Senna: (kg) spot Alexandria pods hand-picked from £2 upwards; manufacturing £0.55. Tinnevely faq leaves £0.52; pods, faq £0.46; hand-picked £0.55.
Valerian: Dutch £1,910 metric ton spot; £1,860, cif. Indian £1,900 spot; £1,400, cif.
Witchazel leaves: £2.55 kg spot; £2.25, cif liquid £0.50 kg.

Essential and expressed oils

Anise: (kg) Spot £12.75; shipment £12.75, cif.
Bois de rose: £7.50 kg spot; £7.25, cif.
Cade: Spanish £1.35 kg spot.
Camphor: White £0.90 kg spot; £0.88 cif.
Cananga Indonesia £15.50 kg spot; £14.75, cif.
Cardamom: English-distilled £220 kg.
Cassia: Chinese no spot or cif, quotations.
Cinnamon: Ceylon leaf £2.40 kg spot; £2.30, cif; bark, English-distilled £155.
Citronella: Ceylon £4 kg spot; £3.50, cif, Chinese spot £3.90 nominal; £3.80, cif.
Clove: Indonesian leaf £1.75 kg spot; shipment £1.60, cif. English distilled bud £44.
Eucalyptus: Chinese £1.85 kg spot; £1.75, cif.
Mandarin: New crop £28 kg spot.
Nutmeg: East Indian £9.10 kg spot; £9, cif. English distilled £16.
Orange: Florida £0.80 kg spot £0.72, Brazil £0.60.
Patchouli: Chinese £18.50 kg spot and cif.
Pepper: English-distilled ex black £120 kg.
Peppermint: (kg) **Arvenis—Brazilian** £4.60 spot; £4.60, cif. **Chinese** £3 spot; £2.85, cif. **Piperata** American Far West £13.50 spot.
Petitgrain: Paraguay £9.25 spot; no cif quotations.
Sassafras: Brazilian £1.80 kg spot; £1.70, cif.
Thyme: Red 50-50% £23.50 kg spot; nominal.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

COMING EVENTS

Monday, March 17

Ayrshire Branch, Pharmaceutical Society, Savoy Park Hotel, Ayr, at 8 pm. Professor A. R. Rogers (Heriot-Watt University) on "What lies ahead? The Rogers report."

Mid-Glamorgan East Branch, Pharmaceutical Society, Hawthorn Leisure Centre, Pontypridd, at 7.30 pm. Social evening with other local branches.

Plymouth Branch, Pharmaceutical Society, Boardroom, Greenbank Hospital, Plymouth, at 8 pm. Dr David Bailey (Welsh School of Pharmacy, on "The medicine man of West Africa and his contribution to pharmacy".

Royal Society of Health, Pharmaceutical Group, 13 Grosvenor Place, London SW1, at 7 pm. Mr M. L. Rodgers (principal pharmacist, drug information, London Hospital) on "The role of the drug information service" (admission £2; no charge for RSH members).

Tuesday, March 18

File Branch, Pharmaceutical Society, Royal Albert Hotel, Kirkcaldy, at 7.45 pm. Dr J. A. Savin (consultant dermatologist, Edinburgh Royal Infirmary and Victoria Hospital, Kirkcaldy) on "Drugs in dermatology".

South-west Metropolitan Branch, Pharmaceutical Society, Epsom District Hospital, Dorking Road, Epsom, at 7.30 pm. "Surgery and appliances".

Wednesday, March 19

Enfield Pharmacists Association, Pilgrim's Rest, Palmers, Green, at 8 pm. Working dinner. Speaker Mr Roger Odd (member of Council).

Gwent Branch, National Pharmaceutical Association and Gwent Branch Pharmaceutical Society, Borderers Hotel, Malpas Road, Newport, at 8 pm. Mr T. P. Astill (deputy secretary, NPA) on "New laws and the pharmacist".

Pharmaceutical Society of Great Britain, Society's headquarters, 1 Lambeth High Street, London SE1, at 7 pm. Harrison Memorial Lecture. Professor J. E. Carless (School of Pharmacy, London University) on "The heterogeneous pharmacist".

Reading Branch, Pharmaceutical Society and Reading and Berkshire Branch, National Pharmaceutical Association, Royal Berkshire Hospital postgraduate medical centre, Craven Road, Reading, at 8 pm. Mr Peter Boardman (assistant secretary, PSNC and superintendent, Central Checking Bureau) on "The work of the pricing bureau".

Scottish Borders Branch, Pharmaceutical Society, Peel House, Peel Hospital, Galashiels, at 8 pm. Mrs P. Christian on "Dietary fibre".

Worthing and West Sussex Branch, Pharmaceutical Society, Worthing postgraduate medical centre, Homefield Road, Worthing, at 8 pm. Dr J. A. Evans (consultant physician) on "Common respiratory disorders".

Thursday, March 20

Bristol Branch, Pharmaceutical Society, Edward Jenner Centre, Bristol Royal Infirmary, at 8 pm. Lecture by Mr W. M. Darling (member of Council).

Dundee and Eastern Scottish Branch, Pharmaceutical Society, Lecture theatre 3, Ninewells Medical School, at 7.30 pm. "Computers in pharmacy".

Manchester and Salford Branch, National Pharmaceutical Association, Pharmacy lecture theatre, Manchester University, at 7.30 pm. Miss J. Coultis (area dietician) on "Phenylketonuria and other disorders requiring special diets".

Plymouth Branch, Pharmaceutical Society, Tamar Hotel, at 7.30 pm. Wine and cheese party with Mr Bernard Hardisty on "Counter prescribing, patient counselling and clinical pharmacy".

Friday, March 21

Worshipful Society of Apothecaries of London, Apothecaries Hall, at 6 pm. Dr J. T. Carter on "From demons to canaries; vitiated work place air through the ages".

Sunday, March 23

Buckinghamshire Local Pharmaceutical Committee, Pavillion, Bell Inn, Aston Clinton, at 10.45 am. Forum (including lunch) for Buckinghamshire pharmacist contractors and pharmacist employees. Speakers Mr Colin Cresswell (chairman, Bucks LPC), Mr Bernard Silverman (chairman, technical subcommittee, PSNC) and Mr Alan Ritchie (chairman, Macarthy's Ltd).

Advance information

Brighton Branch, Pharmaceutical Society, Brighton General Hospital postgraduate medical centre, Elm Grove, Brighton, March 26 at 7.15 pm. Annual conjoint meeting with the Brighton and Cuckfield Division, British Medical Association. Buffet supper followed by Dr J. Melling (director, vaccine research and production laboratory, Porton Down) on "Microbial toxins associated with food poisoning". Applications to Dr R. W. Daisley, School of Pharmacy, Brighton Polytechnic, Brighton BN2 4GJ.

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